How to create Impact in Public Health

6+ -steps model
Amsterdam Public Health / IXA Amsterdam UMC

More information?
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1 Your impact vision	2 Start making a (lean) plan	3 Test and validate	4 Create a (strong) team	5 Define the (right) impact strategy	6 Organize, implement and scale up	+ Always relevant….
Start imagining a desired future for a public health related issue or challenge based upon your research. What is your vision? Which changes, developments or improvements in the public health domain do you want to make and why? Whom will be affected by these changes, developments or improvements? And what drives you? Do others share your vision? What happens if you don't execute your vision?	Work on your impact narrative and start to write everything down on a piece of paper (max A4). In what ways is your impact vision unique or important? For whom exactly are you making a difference? What effective ways are there to reach out to them? How do you want to execute your vision? What resources do you need (e.g. team, materials, organization and investments)?	With whom do you need to collaborate to be able to execute your vision? Internal, external, public and private parties? What are the interests and ambitions of these parties? And do these interests and ambitions match yours? How important are these parties to execute your vision? How can they support or block your efforts? Start engaging in conversations with these parties and test your vision and plan.	'Teamwork makes the dream work' is an old saying and still very true, especially when it comes to public health. Develop your skills and take time to create such a team (internal and external). Analyze what you need (skills and capacity) in a team to achieve your vision and ambitions. Be clear and open on (different) interests, tasks, responsibilities and roles. Organize regular updates, communicate progress, doubts and risks.	What are the best and effective strategies (inside-out, outside-in, partnerships and public outreach*****) to create impact and make your vision reality? Good examples for public health are: academic collaborative centers, research consortia with public and private partners, postgraduate education, developing policies and guidelines, getting involved in public debates, creating spin-offs. Which strategy suits best for implementation and scaling up?	What is needed organizational wise? Is it possible to imbed the implementation and scaling up of your vision within your department, VU, UvA or Amsterdam UMC? Or is it possible or even better to outsource the implementation and scaling up to a partner or create a new entity? What is your financial model? What are the costs of organization and further development? Can you develop a sustainable model?	Find the right support. Talk, network and ask for feedback. Be flexible. Work on your communication and leadership skills. Have patience and do not forget to have fun ;-) Team and relationships are key. Find possibilities to finance or fund your vision. You need passion, drive and perseverance to succeed!
Check Legal issues e.g. Intellectual property rights (IXA* and LRS**)	**Check** Find support (department/ APH/ IXA).	**Check** CDA/ NDA*** Be well prepared if you engage in conversations!	**Check** Figure out what your talents are.	**Check** *****Position Paper Valorization Amsterdam UMC where all 4 strategies are described.	**Check** Calculate your costs and revenues.	**Check** If you are truly committed.
Tools Desk research on your vision (what is already out there?). Ask support from your impact developer.	**Tools** Talk to experienced researchers/ peers and ask for feedback. SWOT**** analysis	**Tools** Stakeholder analysis and communication Checklists for networking meetings & successful collaboration.	**Tools** 360-degree feedback Implementieplan ZonMw (see 'de invultool')	**Tools** Business model Canvas for the 21st century Research Impact Canvas Checklist Impact	**Tools** Intervention Scalability Assessment tool (ISAT) Implementing successfully in 7 steps (Amsterdam UMC)	**Tools** Training programs (IXA, APH Amsterdam Center for Implementation Science, NWO/ ZonMw)

*IXA: Innovation eXchange Amsterdam: valorization centre of the 4 Amsterdam knowledge institutes (Amsterdam UMC, VU, UvA and HvA) www.ixa.nl
**LRS: Legal research support About Legal Research Support (LRS) Amsterdam UMC
***Confidential Disclosure Agreement [(CDA), also referred to as non-disclosure agreement (NDA) or secrecy agreement, is a legal agreement between a minimum of two parties which outlines information the parties wish to share with one another for certain evaluation purposes, but wish to restrict from wider use and dissemination.
****SWOT analysis: a simple but powerful framework that can evaluate your project from four perspectives: strengths, weaknesses, opportunities, and threats.