

# Translating research into action:

## Communicating with professionals, policymakers and the public on sustainability

Researcher to Reader, February 20, 2024

# Introduction



**We need to improve the sharing of practical applications of SDG-related research with those who can implement them and make a difference**



Chair (The Publisher):  
**Jo Wixon, Wiley**



The Practitioner/Policy Adviser:  
**Roger Worthington, SDG Publishers Compact Fellows**



The Technologist:  
**Chirag (Jay) Patel, Cactus Communications**



# The HESI SDG Publishers Compact Fellows

**A multi-stakeholder group to support publishers in signing the compact and taking action**

The SDG Publishers Compact Fellows work with academic publishers, editors, researchers, practitioners and policymakers to help facilitate the journey towards a publishing ecosystem that addresses societal sustainability challenges and supports human progress.

Under the aegis of the Higher Education Sustainability Initiative, Fellows operate as both a think tank and action group.



<https://www.sdgcompactfellows.org/>

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# Agenda



- Introduction
- **Why** - Practitioner and Policy Adviser view:  
Why PLS or practical bullets are important - Roger Worthington
- **How** - Technologist view:  
How AI can help authors produce PLS or bullets at scale - Chirag (Jay) Patel
- Discussion / Q&A
- Wrap-up

# Why we need to share the practical applications of research

Roger Worthington

# The impact on Practitioners



Communication between academics and practitioners is often limited (unless the practitioner is also an academic)

- This may be because research is disconnected from the day-to-day work of the practitioner and not seen as relevant
- Practitioners may not have access to the literature or time to follow current trends
- Abstracts are openly accessible and a PLS helps when time is limited

*Including plain language summaries in abstracts helps bridge this gap*

# Practitioners & PLS



## Plain language summaries (PLS)

71% (47/66) of Healthcare Professionals rated PLS 'very/ extremely useful'.

(International Society for Medical Publication Professionals Europe Meeting 2022)

"Overall, 60% (30/50) of articles with PLS were downloaded significantly more often than those without a PLS."

(Winter S, et al. *Curr Med Res Opin.* 2022; 38(sup1). <https://doi.org/10.1080/03007995.2022.2044117>)

# The impact on Policy Advisers/Makers



- Policy makers and institutional executives may only be interested in recommendations that can easily be understood and applied
- Advisers understand technical language but need to avoid it in their reports
- Plain language summaries can potentially facilitate communication between the so-called 'expert' and those responsible for making decisions and implementing policy



# Challenges for implementing policies on sustainability

1. Practitioners may see sustainability as 'someone else's concern' and be more interested in research relating to their discipline
2. Communication between different 'audiences' (silos) can be limited
3. Academic authors may not know how to write for the general reader
4. Artificial intelligence could help creating a first draft ...

# How AI can help authors produce PLS at scale

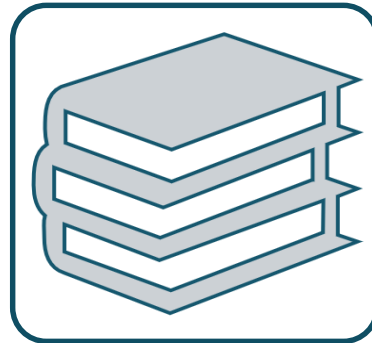
Chirag (Jay ) Patel

# Current State



There's a need for an **efficient, yet scalable solution** for Publishers & Societies to make their **research accessible**.

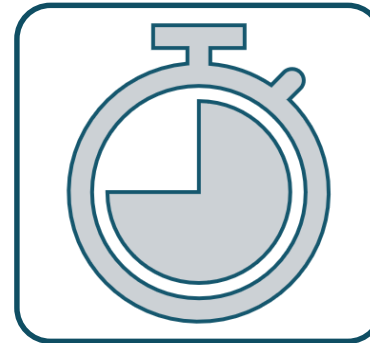
Of course, there are **AI tools available** that can create PLSs, **but are they accurate enough** to put **your brand name on content?** And how do we keep the **cost in-check?**



More journals are publishing PLS



Authors are more aware of the value of a PLS



It takes time and effort to prepare a PLS

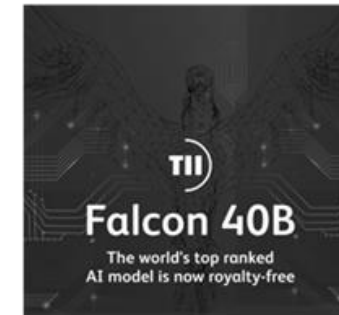


Authors require more training

# Tools and Platforms



01.AI



Llama 2

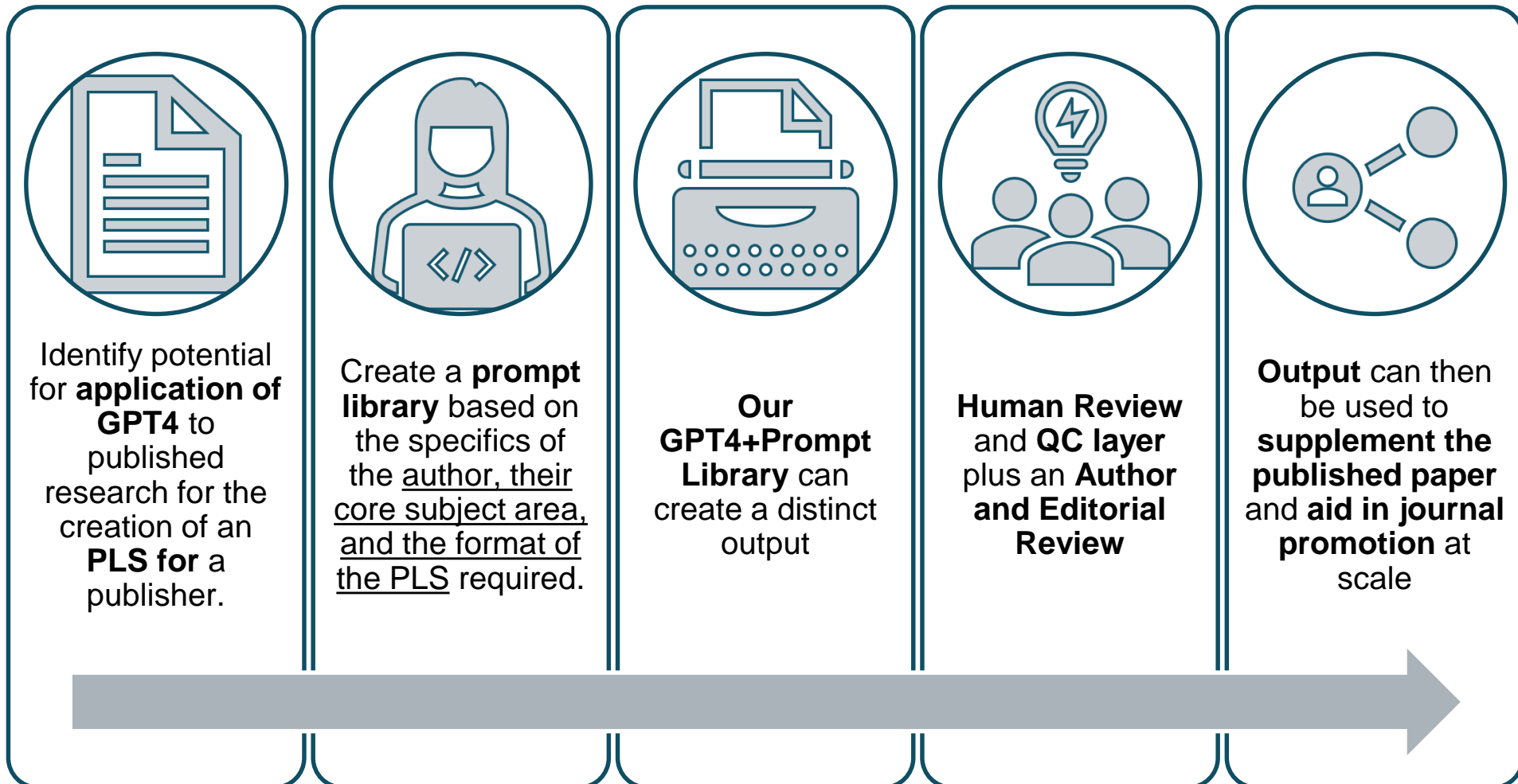
Meta AI



# How AI can help authors



## The Solution – AI with Human Review



# Discussion:

## Your Actions or Questions

Will you be aiming to do more of this across your journals?

What obstacles are you facing to do this on a wider scale, or to be sure that stakeholders can find these summaries/bullets?

What are you already doing to share practical applications of SDG-related research?

# Wrap up

Jo Wixon

# Resources: Author Guides



## Sharing practical implications with professionals:

- specialist audience with some understanding of terminology
- limited time to make decisions and take action on the job
- add practical implications bullet points to your abstracts

## Sharing policy implications and findings the public can apply:

- non-specialist audience, need plain language and clear take homes
- add to your abstracts:
  - policy/practical bullet points
  - plain language summaries
- support these with video, infographics, social media posts



# Resources: Top Action Tips



## Academic publishers, editors & reviewers

The academic publishing community must create the systems through which research and education can drive global achievement of the SDGs.

[Find ways to drive organizational change.](#)

[Download PDF](#)

## Graduate researchers & students

The new generations of researchers, beginning their careers in a time of change and action, must integrate sustainability into the agenda of future scholarship.

[Get tips on building SDGs into your career.](#)

[Download PDF](#)

## Academic authors

Authors must actively choose to create the knowledge humankind needs to fuel growth that is sustainable and make change that is positive.

[See our recommendations for best practices on bringing SDGs into your research.](#)

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## Academic librarians

Libraries must ensure that the knowledge required to achieve the SDGs can be recognized, discovered and made available to those who will build upon it and put it into action.

[See tips on how to uncover SDG scholarship.](#)

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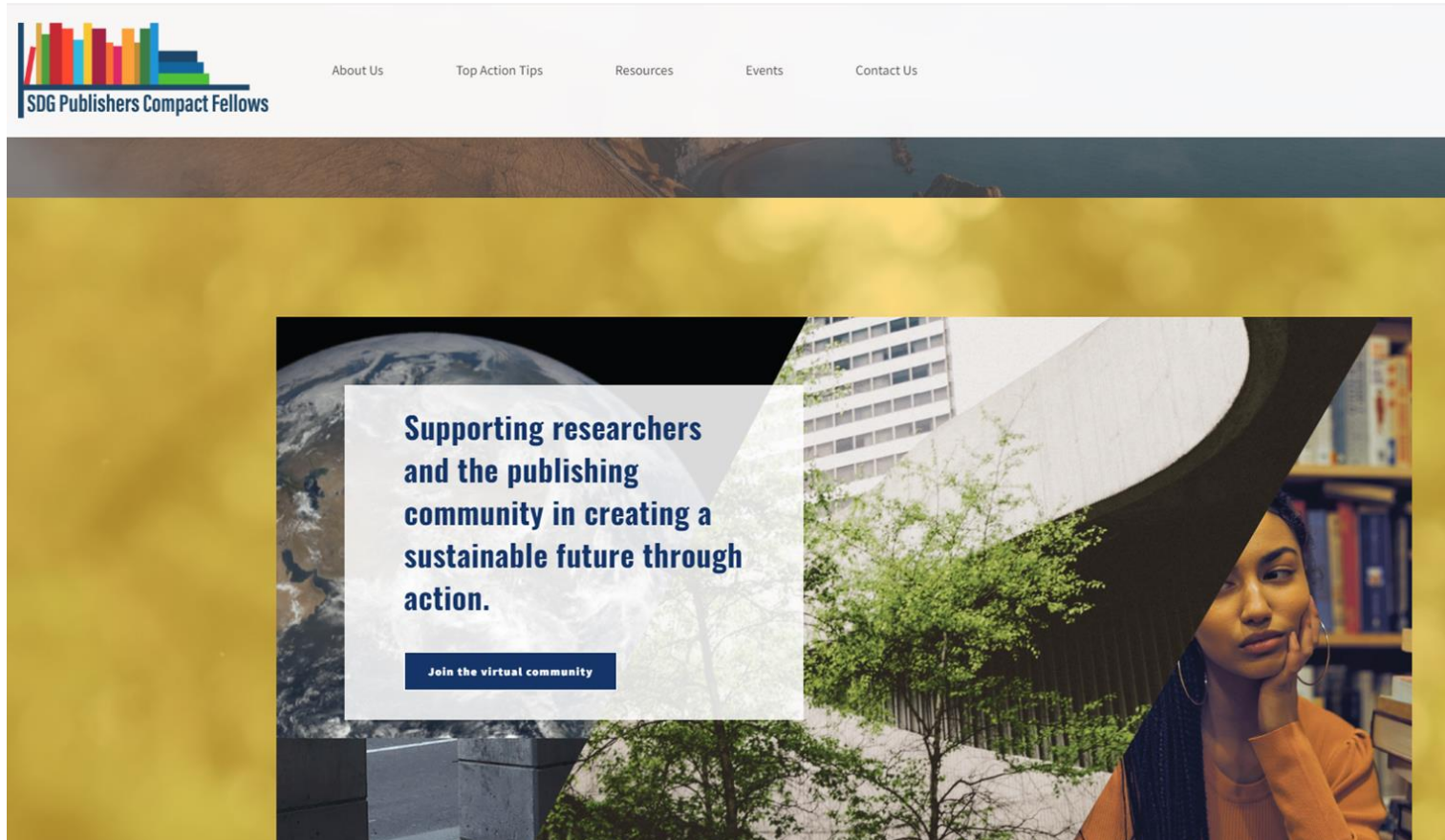
## Connecting researchers & practitioners

Research alone will not make the SDGs reality. Each member of scholarly community must work to put research in the hands of practitioners.

[See tips on how each group can get research into practice.](#)

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# Find out more



Find out about the SDG Publishers Compact:



Get resources from our website: <https://www.sdgcompactfellows.org>

Contact us: [hescompactfellows@gmail.com](mailto:hescompactfellows@gmail.com)