

NCD HARD TALKS

DELIVERING ON
THE PROMISES



WEBINAR
21 February 2024
13:00–14:30 CET

REWRITING THE SCRIPT FOR NCDs:

Can implementation research
change the game for policy
and practice?

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World Health
Organization

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Rewriting the script for NCDs: Can implementation research change the game for policy and practice?

The challenge of NCDs is not about knowledge. We know what works. The NCD "best buys" provide a full menu of evidence-based NCD policy options and cost-effective interventions. However, less than half of these recommended options have been effectively put into action by countries. There is no single approach for policy-makers and implementers to follow; therefore, understanding the barriers and facilitators to adoption and implementation is crucial.

Implementation research can help to bridge policy and practice. Often underutilized and misunderstood, implementation research is more than an academic exercise. It can be a powerful, political tool to help countries understand what NCD policies should be adopted, ensure that they will be implemented as planned and contextualized and integrated through a comprehensive primary health care approach. But how can researchers collaborate closely with decision-makers and implementers to integrate research, evidence, and evaluation into routine implementation cycles?

In this NCD Hard Talk, we uncover the full impact that implementation research can have on NCDs. A diverse group of speakers from government, academia and donor organizations will discuss how embedding implementation research can be a catalyst for improving NCD outcomes. By shifting the culture of learning from knowledge to action, we pave a clear road towards achieving SDG target 3.4 for NCDs.

OBJECTIVE – To uncover the true value of implementation research for NCD policy and practice by sharing the challenges, facilitators, and lessons learned from conducting and embedding implementation research in regular practice to address NCDs.