Contents

List of figures and boxes vii
List of interviews viii
Acknowledgements ix

1 Introducing this book 1
2 WHY researchers should spend time on this 11
3 WHAT counts as evidence 25
4 WHO you want to reach – practitioners 41
5 WHO you want to reach – patients, public, service users 63
6 WHO you want to reach – policymakers and managers 84
7 WHEN you could have most impact 104
8 HOW to reach people – use of stories and the media 114
9 HOW to reach people – finding the right language and style 138
10 Last thoughts 159

Notes 167
Further reading 169
References 174
Index 195