

Agenda Item #7



IMPACT CRITERIA SCORE CARD

The Impact Criteria Score Card measures the potential impact that specific research will have on the various audiences. As described in the Research Success Criteria, Impactful Research is defined as the anticipated outcomes of research projects that will resonate with health and nutrition professionals and consumers or confirm evidence sufficient to dedicate additional investment towards an area of research (e.g., pilot study). The score card is to be used by staff for the Nutrition Research Committee to have as background and further rationale on why recommendations are being made and will also serve to further align and inform the intent of the research for communications use.

Scores are calculated as an average of each criterion score and will be inputted into the Research Criteria Score Card.

The audiences are defined as:

- **Consumers** – In alignment with the CPB’s Life Stage approach to strategic communications, this impact potential is predicted on the effective use of research results through consumer messaging and promotion strategies. Research will be scored on the demographic focus (age and culture), potential for break through messaging, uniqueness to prunes and relatability to consumers.
- **Healthcare Professionals** – In alignment with the CPB’s outreach to Health Care Professionals (HCP), including Registered Dietitians and Medical Practitioners, research is predicated on the effective use of research results through HCP outreach strategies. Research will be scored on the proposal’s scientific rigor, potential for breakthrough discoveries, value of contribution to existing research, relevancy to the professional community and to the patients/clients served.
- **Other Researchers** – Research will be scored on the proposal’s scientific rigor, expertise and reputation of the PI/research team, likelihood of expanding research interest and funding sources, uniqueness of potential findings.
- **Strategic Partners** – If applicable, research would impact a desired outcome to build influence with a specific Strategic Partner (NGO) such as the International Osteoporosis Foundation to achieve an endorsement. Research may also be in partnership with an organization’s own research program, and thus benefit from the enhanced credibility and collaborative communications reach.

Impact Criteria Score Card

Scores include: 1 (Low); 2 (Medium); 3 (High)

RESEARCH RECOMMENDATIONS	AUDIENCE CRITERIA				
	CONSUMER	HCP	OTHER RESEARCHERS	STRATEGIC PARTNERS	AVERAGE SCORE=X/4 (INCLUDE ANECDOTAL FEEDBACK AS NEEDED)
1. Trans/Perimenopause Prevention Study	2	3	3	3	2.75
2. On-Off Study	2	3	3	2	2.5
3. Glucocorticoid Clinical Trial	2	3	3	2	2.5
4. New Population Demographic	2	2	3	3	2.5
5. Japan Clinical Trial	3	3	2	2	2.5