Decision-makers in government and civil society routinely make appropriate use of high quality evidence to inform strategy, policy and practice.

Three strands together enabling behaviour change:

1. **Capability to use evidence well**
   - Decision-makers' sustained engagement in capacity building
   - Deliver training
   - Produce resources

2. **Opportunity to use evidence in decision-making**
   - Evidence is comprehensive
   - Filling evidence gaps
   - Open Access Partnership
   - Building an evidence community through Alliance network
   - Evidence is accessible
   - Evidence is high quality
   - Evidence is proactively communicated
   - Evidence is presented in user-friendly formats
   - Advise knowledge exchange community
   - Incubate What Works Centres
   - More systematic briefs produced for committees
   - Transparency framework for all government
   - Map opportunities, piloting and scaling
   - Research on how research is best communicated
   - Advocate online

3. **Motivation to use evidence**
   - Decision-makers' use of evidence is rewarded and normalised
   - Support Evidence Champions
   - Give awards and prizes
   - Obtain public commitments to use evidence from influencers
   - Face-to-face lobbying and influencing
   - Decision-makers, commissioners and funders expect the use of evidence
   - Leaders, commissioners and funders expect the use of evidence
   - Thought leadership
   - Thought leadership: what is good evidence?

Activities:
- **Endorsing**
- **In partnership**
- **Leading**

Outcomes:
- Activities (Leading)
- Activities (In partnership)
- Activities (Endorsing)

Key:
- Decision-makers' use of evidence is scrutinised
- Highlight poor usage of evidence
- Conduct research on how evidence is used in policy and practice
- Awareness of opportunities for using evidence and why evidence is important
- Present case studies
- Publish reports and articles
- Deliver events
- Decision-makers' use of evidence is proactively communicated
- Make opportunities, piloting and scaling
- Map opportunities, piloting and scaling
- Advocates online

Ultimate goal:
- Alliances for Useful Evidence
- Building an evidence community through Alliance network