

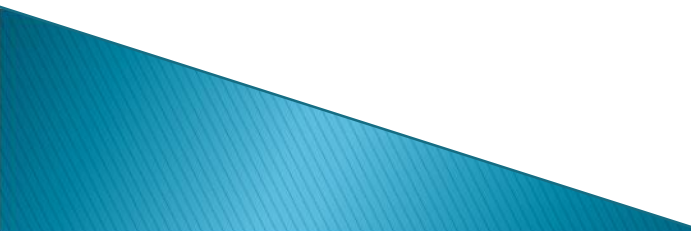
# RENKEI

## Academia and Business - Connecting Cultures

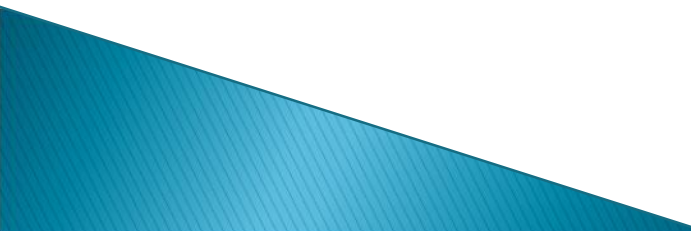
Michael Day  
Chief Executive Officer  
[michael.day@decipher-impact.com](mailto:michael.day@decipher-impact.com)

 CIPHER *IMPACT*

# Spin-out company

- ▶ LANCET-published trial: An informal school-based peer-led intervention for smoking prevention in adolescence (ASSIST)
  - ▶ 10,000 students, 22% reduction in uptake of smoking
  - ▶ DECIPHer IMPACT: not for profit company formed in 2010
  - ▶ Jointly owned by University of Bristol and Cardiff University
  - ▶ Around 50,000 young people have now participated
- 

# Bridging the gap

- ▶ Business skills required to take the product to market
  - ▶ Identifying the customer, and using existing contacts
  - ▶ Fidelity of implementation
  - ▶ Evidence base is not enough – ongoing evidence needed
  - ▶ Cost-benefit analysis
  - ▶ Other interventions, other countries
- 

# RENKEI

## Academia and Business - Connecting Cultures

Michael Day  
Chief Executive Officer  
[michael.day@decipher-impact.com](mailto:michael.day@decipher-impact.com)

 CIPHER *IMPACT*