Evidence-informed policy briefing
Online workshop - September 22-24, 2020

Workshop objectives
At the end of this workshop, participants will understand key principles and best practices for communicating evidence-informed policy advice. PEP expects participants to apply these principles while:

- presenting their PEP project’s policy paper on October 5-8.
- drafting their PEP policy brief
- communicating their PEP findings to target stakeholders

Session 1
Contextualizing evidence for policy use
September 22 | 12 p.m. UTC

Session 1 objective
Understand the difference between “communicating research results” and “communicating evidence-informed policy advice”.
To be useful for decision-makers, research evidence should be positioned within broader policy contexts and strategies.

We recommend reading/viewing the following BEFORE the session:

Video: The complicated relationship between science and policy
Article 1: An introduction to achieving policy impact for early career researchers
Article 2: Toward more “evidence-informed” policy making
Article 3: To bridge the divide between evidence and policy

Program

Lecture (20 min):
- What is evidence-informed (vs evidence-based) policymaking?
- Research communication VS evidence-informed policy advice
- Aligning science advice with policy priorities

Hands on and discussion (50 min):
- Positioning research in the context of COVID-19: Discussing potential positive externalities of pre-crisis research

Mandatory for all PEP grant recipients supported under the 3rd PAGE II funding round (2019-2020)
Session 2
Effective policy briefing
September 23 | 12 p.m. UTC

Session 2 objective
Understand the essential features of a strong policy argument, and how to prepare to present a convincing policy proposal.

What do decision-makers really need to know?

Lecture (20 min):
- What makes a good policy argument?
- Selecting and organizing key messages for greater effect
- The synthesis challenge: Striking the right balance between information and interest

Hands on and discussion (50 min):
- Using the pyramid principle to structure a policy proposal

We recommend reading/viewing the following BEFORE the session:

Background note:
- Effective policy communication: Developing a convincing policy proposal

News article:
- Study identifies key challenges when communicating potential policies

Session 3
Strategizing your communications
September 24 | 12 p.m. UTC

Session 3 objective
Understand tools and techniques for developing an effective dissemination package.

How to adapt your message for different audiences, contexts and communication tools.

Lecture (30 min):
Adapting to your audience
Creating an effective dissemination package
- Channels & tools to reach your audience
- Adapting content linguistically and visually

Hands on and discussion (50 min):
- Adapting a policy message to different audiences (AIDA model)

We recommend viewing the following BEFORE the session:

Videos:
- How can researchers impact policy?
- The AIDA Model: What it is and how to use it

Additional resources will be provided during and after the session

Facilitators

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