



Evidence-informed policy briefing

Strategizing your communications

PEP communication team

AGM 2020

Strategizing your communications

1. Introduction

Where you're starting, where you're going

2. Persuasive strategies

that work for any audience and how to adapt them

3. Tools & channels

Choosing the right ones for your message and audience



Where you're starting

1. Policy messages selected

Based on policy paper

2. Target audiences identified

Stakeholder analysis – Consultations – Anyone else?



Objectives (where you want to go)

1. Why do you want to share your research?

- Inform (upcoming) policymaking
- Modify existing programme/policy

2. What do you want your audience to do about it?



What action should your audience take?

Example

- PEP project: Uruguay's domestic workers boosted by minimum wage policy

Domestic Workers Union

Advocate for minimum wage increases accompanied by compliance measures

Ministry of Labour

Apply minimum wage increases as part of broad labour policies that include compliance measures



Persuasive strategies

How you present your information can make all the difference



Picture by Jorge Martin

- Structure
- Channels & tools
- Visuals



Persuasive strategies

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AIDA rule of marketing and advertising

You are trying to “sell” your policy messages
as solutions to current development problems.

You can use the **AIDA** rule of marketing and advertising:

- **A**ttention
- **I**nterest
- **D**esire
- **A**ction

structure
but also
language



AIDA rule of marketing and advertising

Attention

Interest

Desire

Action

- Think about the story you are trying to tell and how this can lead to action (your objectives)
- **Use your knowledge of your audience** and your experience of the policy context



Adapting your message using AIDA

Example

Core messages

- Minimum wages have a positive effect on wages
- Compliance measures needed to prevent migration from the formal to the informal sector



Adapting your message using AIDA

Example: Women's rights advocate

Interests:

- **Wants** policies that reduce the gender pay gap
- **Wants** more job security for women (formality)



Adapting your message using AIDA

Example

Using AIDA for women's rights advocate

Attention

- Setting minimum wages in the domestic sector **reduces** the **gender wage gap**

Interest

Desire

However, this policy leads to many women moving into the informal sector.

Action

- **Introducing** compliance measures, such as labour inspections and awareness campaigns, aimed at the domestic sector, can offset these effects.



Adapting your message using AIDA

Example: Other audiences

- Advisor, Ministry of Labour
- Domestic Workers Union representative
- Minister, Ministry of Social Development



Adapting your message using AIDA: **Interests**

Ministry of Labour advisor	Domestic Workers Union Representative	Ministry of Social Development policymaker
<ul style="list-style-type: none">• Find the most effective policy option• More formal workers• Respect budget constraints	<ul style="list-style-type: none">• Decent/better wages and working conditions for domestic workers	<ul style="list-style-type: none">• Encourage economic development in Uruguay• More formal workers• Re-election

Adapt your message using AIDA

Exercise - breakout rooms

Using AIDA for:

- Advisor, Ministry of Labour (2 groups)
- Representative, Domestic Workers Union (2 groups)
- Policymaker, Ministry of Social Development (2 groups)

Attention

Interest

Desire

Action



Adapting your message using AIDA: *Min. Labour*

Feedback from breakout rooms 1 & 2

Attention

Interest

Desire

Action



Adapting your message using AIDA: Min. Labour

Feedback from breakout rooms 1 & 2

Attention **Minimum wage policy** means more domestic workers move to the informal sector.

Interest **New findings** show that **compliance measures**, such as inspections and awareness campaigns, **can offset these effects.**

Action

Desire

- Minimum wage policies need to **include provisions for working conditions inspections** and awareness campaigns



Adapting your message using AIDA: Union rep

Feedback from breakout rooms 3 & 4

Attention

Interest

Desire

Action



Adapting your message using AIDA: Union rep

Feedback from breakout rooms 3 & 4

Attention

Domestic worker wages increase thanks to minimum wage policies.

Interest

However, this leads to **domestic workers moving into the informal sector.**

Desire

Action

Introducing compliance measures, such as working conditions inspections and awareness campaigns, alongside minimum wage policy can offset these effects



Adapting your message using AIDA: *Min. Social Dev*

Feedback from breakout rooms 5 & 6

Attention

Interest

Desire

Action



Adapting your message using AIDA: Min. Social Dev

Feedback from breakout rooms 5 & 6

Attention

- **More domestic workers are moving to the informal sector** as a result of the minimum wage policy, **threatening women's economic development.**

Interest

Desire

- Compliance measures can **offset these effects.**
- Working conditions inspections and awareness campaigns **must accompany** minimum wage policy

Action



Uses: AIDA rule

Attention

Interest

Desire

Action

- Use when you want to inspire **action**
- Suitable for formal tools
 - PEP policy brief
 - National Policy Conference presentation
 - “Elevator” pitch
 - Social media post
- & informal tools



Channels & tools

How you present your information can make all the difference



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Communications channels & tools

Audience

Specific
person/group

- Public**
- General
 - Special interest

Channels

private **meetings**

national policy
conference

media (web/print
/broadcast)

social media
(personal/institutional)

Written tools

policy brief (from
paper)

slide **presentation**

conference **invitation**

press release

blog/article

social media **post**



More about Social media posts

Advantage

- Broad audience

Disadvantages

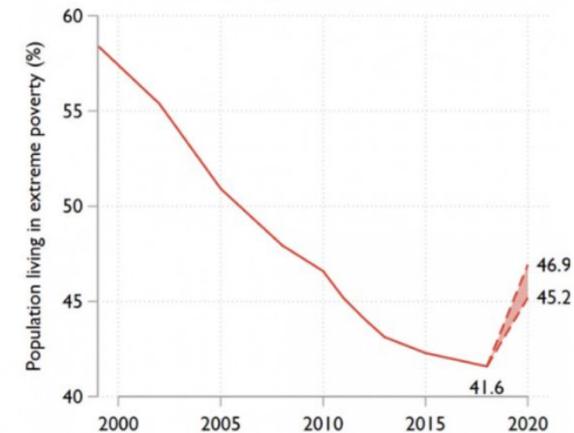
- Lots of competition
- Limited space/text



ENDchildpoverty @globalcoalition · Apr 10

NEW blog post by [@oliver_fiala](#) | COVID-19 could push 30 million African children into poverty blogs.savethechildren.org.uk/?p=44350

Potential impact of Covid-19 on extreme poverty in Sub-Saharan Africa



Save the Children based on World Bank's PovcalNet database.
Reduction in consumption based on World Bank's 'Africa's Pulse', April 2020

Save the Children

Save the Children International and 2 others



More about **Social media posts**

Help your target audience see your message

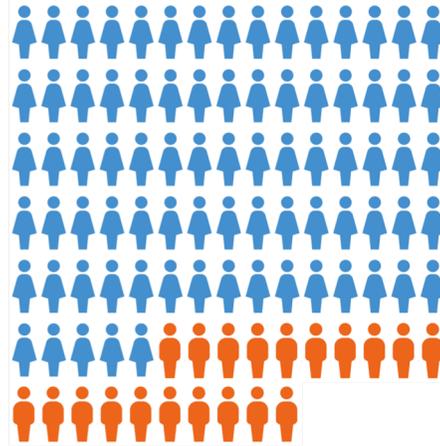
- Tag them (personally or their institution)
- Use hashtags (your keywords)
- Reply to something on their feed (that is relevant)



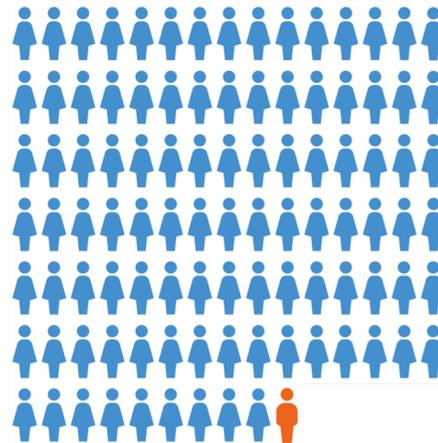
Visual tools

- Videos
- Illustration
- Infographics
- ...and more!

Domestic workers by gender



World



Uruguay



Picture by Jorge Martin



Visualizing contents

Visual tools

- Videos
- Illustration
- Infographics
- ...and more!

Unavoidable in today's communications..

People don't read anymore – everything is VISUAL

Policymakers access/process information just like everyone else!



Visualizing contents - texts

Start with your written documents

Ways to make texts more “visually attractive” = more effective read

1. **SHORT PARAGRAPHS** – separate ideas/sub-ideas
2. **Bullet lists** whenever you can
3. **Headlines** – titles/subtitles
4. **Colors**, **bold**, CAPITAL to emphasize key words/ideas
5. **Create SPACE** around key ideas



Visualizing contents - TEXTS

In Uruguay, 99% of the people employed in the domestic sector are women and the sector represents 13% of total female employment.

The predominance of women in the sector, combined with the traditional view that domestic work (cleaning, cooking, laundry and child/elderly care) is the responsibility of women, means that this occupation is undervalued and associated with low wages and high levels of informality.

While approximately 25% of all workers in Uruguay do not have social security coverage (considered “informal” workers), this figure rises to 46% for women in the domestic sector.



Visualizing contents - TEXTS

Domestic sector in Uruguay:

- 99% workers are women
- Represents 13% of total female employment.

Occupation is undervalued:

- Traditionally perceived as a “women’s job” (cleaning, childcare, etc.)
- Low wages and mostly informal work

Low social security coverage:

- Only 54% for female domestic workers
- Vs 80% for (all sectors) workers in Uruguay



Visualizing contents - TEXTS

Uruguay **DOMESTIC SECTOR**



99% women workers
13% of total female employment
Undervalued:
low wages & high informality

→ **46%** have no social security coverage



Visualizing contents – data visualization

Improve your graphs/figures

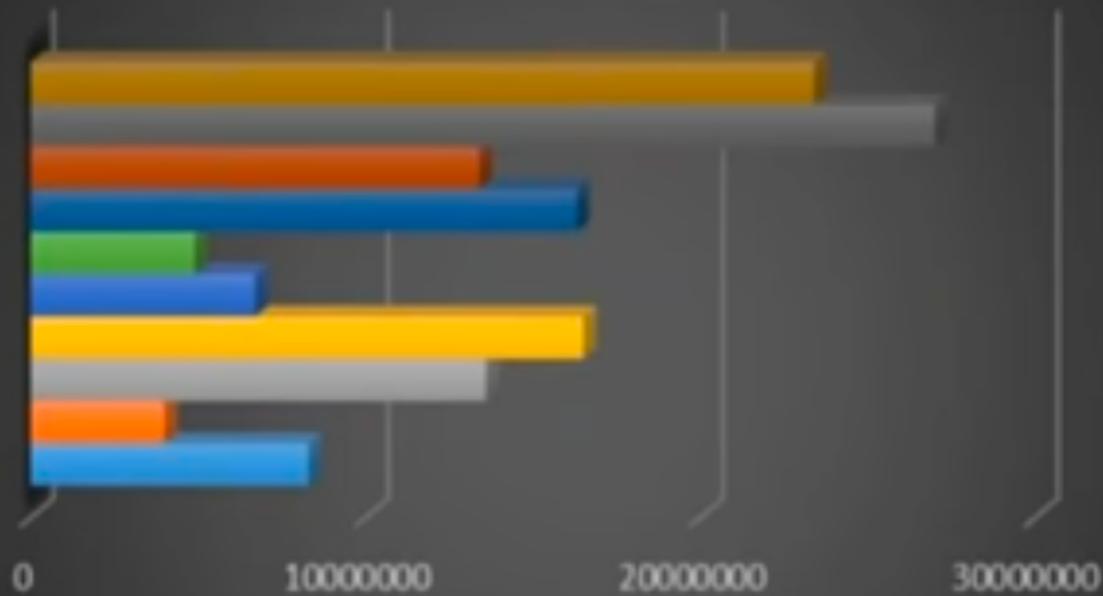
Should be **SIMPLE** and **CLEAR** = self-explanatory, quick read

- **DATA-INK ratio:**
 - More color is not necessarily better (can confuse the brain)
 - Add colors only if it facilitates understanding
- **Not ALL data is necessary to understand**
 - Remove data that does not contribute to supporting argument
- **AVOID CLUTTERING** – the more “white space”, the better



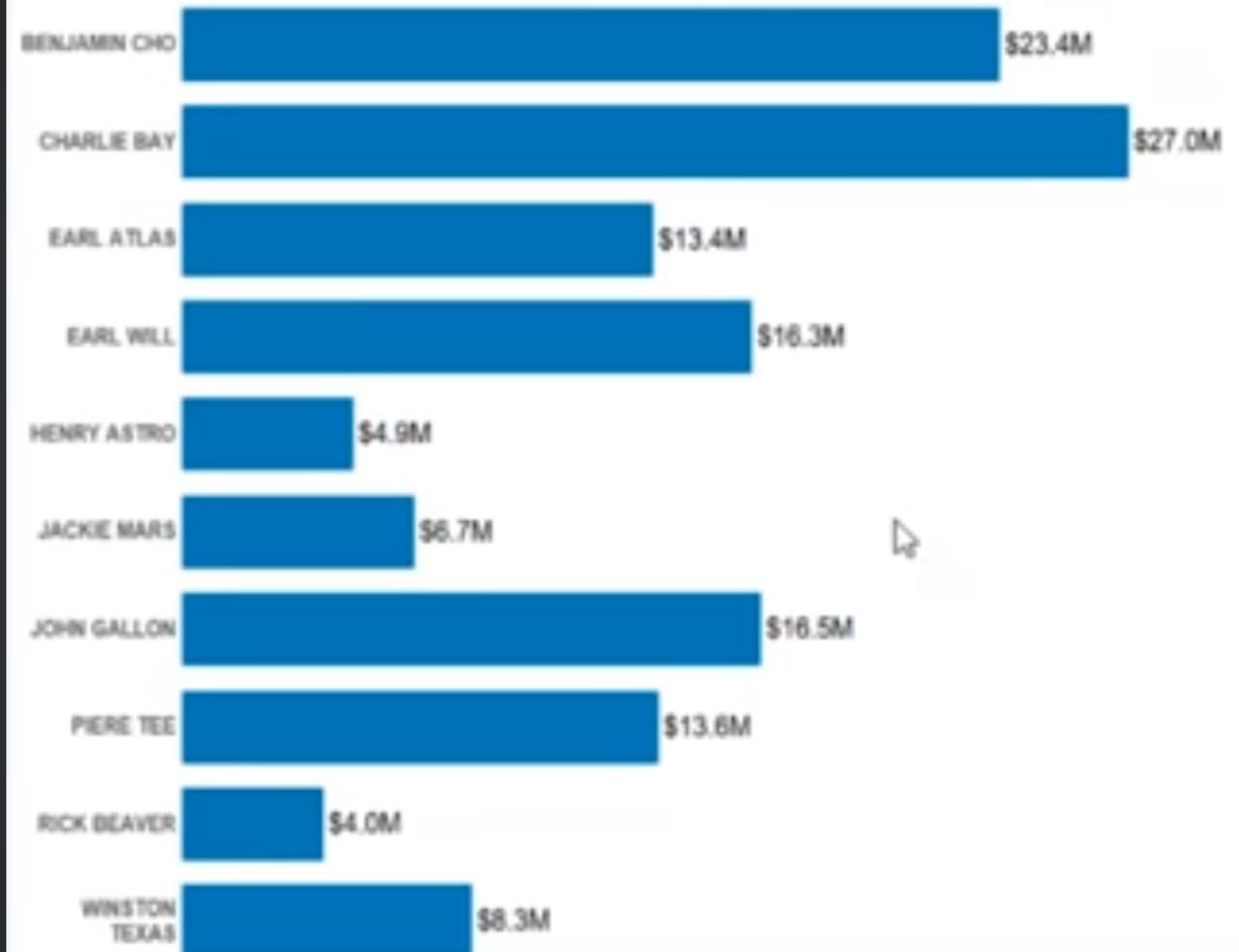
Visualizing contents – data visualization

Sales by Salesperson

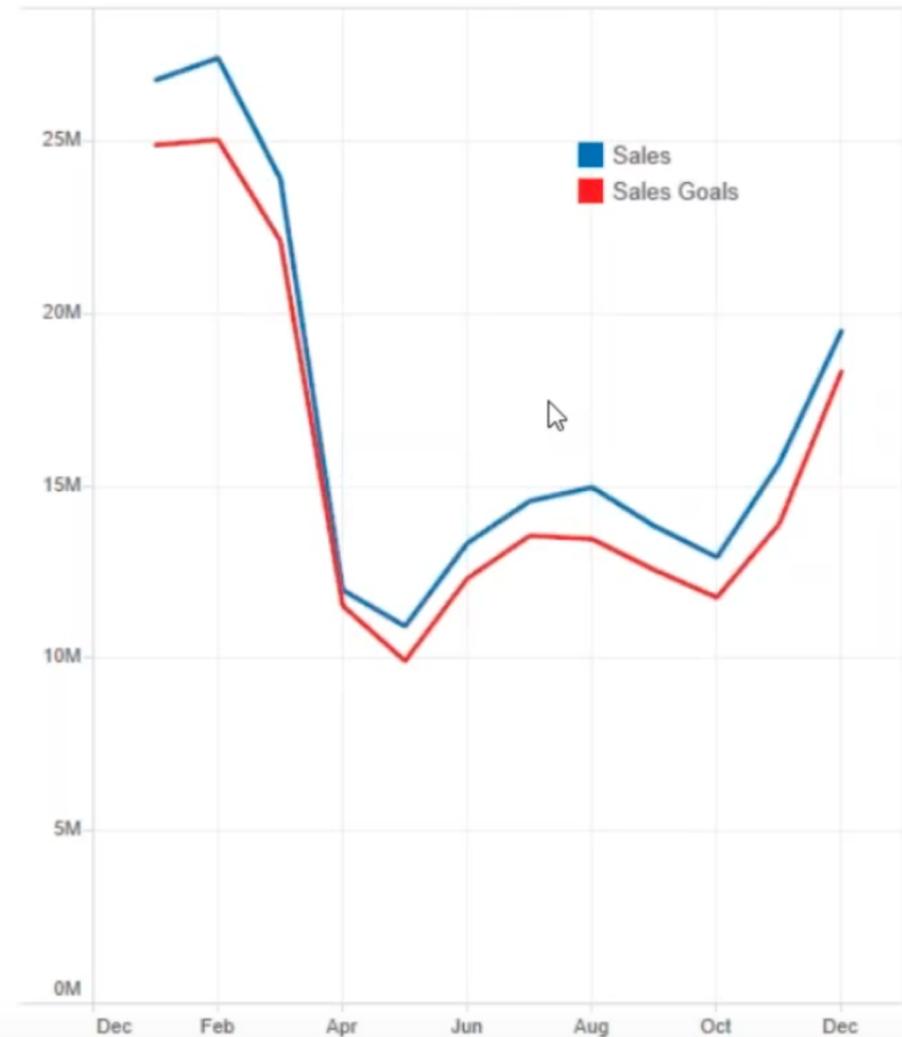


■ BENJAMIN CHO ■ CHARLIE BAY ■ EARL ATLAS ■ EARL WILL
■ HENRY ASTRO ■ JACKIE MARS ■ JOHN GALLON ■ PIERE TEE
■ RICK BAEVAR ■ WISTON TEXAS

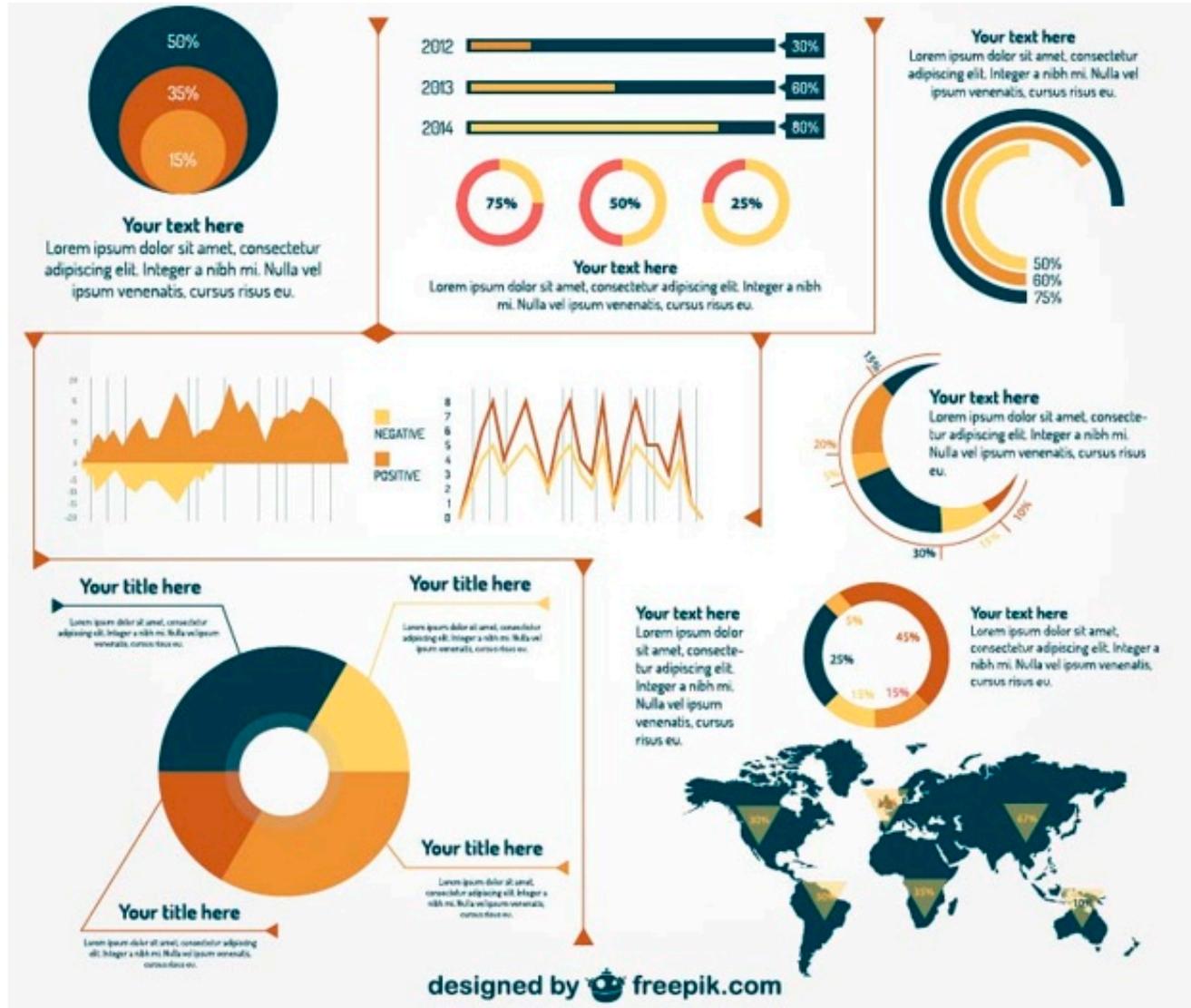
Sales by Salesperson



Visualizing contents – data visualization



Visualizing contents – data visualization



Choose the right type for your data..

Test it!!

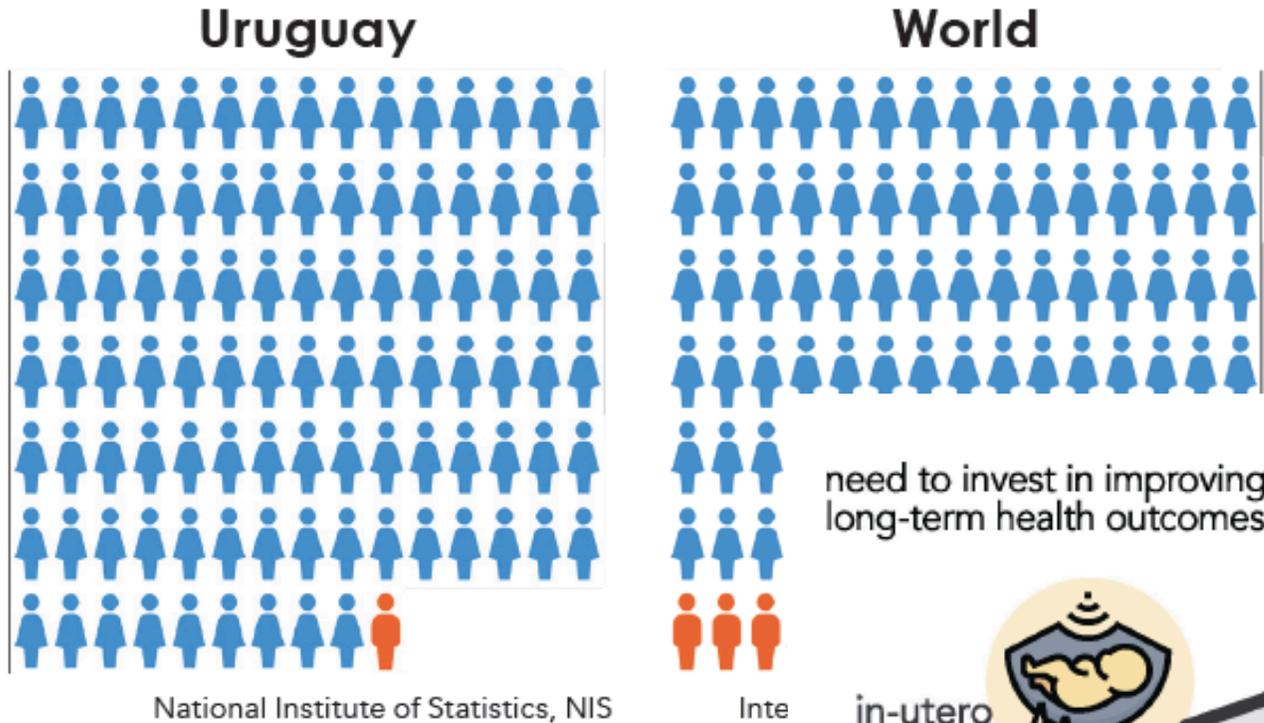
Web tools available!

TableauPublic, FusionCharts, Datawrapper...



Visualizing contents – infographics

Women in the domestic work sector (%)



Web tools available!
Canva, Venngage, Carto...

Qualitative

Quantitative



Visualizing contents – videos



Tell a story

- Give a human face
- Emotional appeal
- Define narrative

Web tools available!

Headliner, Clipchamp, Lumen5...

Powerful, but investment – time-consuming, costly



Policy paper to policy action: strategy

Start:

- Policy messages distilled from policy paper
- Audiences identified

1. Set objective(s)

for each audience

2. Adapt message

for each audience

3. Develop tools

for each audience

4. Choose channels

for each audience



References and further reading

- Communicating Research: A beginner's guide for researchers in Vietnam (ODI)
 - <https://www.odi.org/sites/odi.org.uk/files/odi-assets/publications-opinion-files/7183.pdf>
- Tools for Policy Impact: A handbook for researchers (ODI)
 - <https://www.odi.org/sites/odi.org.uk/files/odi-assets/publications-opinion-files/194.pdf>
- The Knowledge Translation Toolkit (IDRC)
 - <https://idl-bnc-idrc.dspacedirect.org/bitstream/handle/10625/46152/IDL-46152.pdf>
- A practical guide to communicating with non-scientists by Helen Pilcher
 - <https://sigchi.org/resources/communicating-your-research-with-the-public-and-press/>
- Communicating with Policymakers (FAO)
 - <http://www.fao.org/3/i2195e/i2195e02.pdf>
- *La recherche appliquée en économie - Méthodologie, communication scientifique et financement* (Research Methodology and Scientific Communication in Applied Economics) by Abdoulaye Seck
 - <http://www.editions-harmattan.fr/index.asp?navig=catalogue&obj=livre&no=61637>



Preparing to present ...online

Policy papers: **5-8 October** | Final reports: **12-15 October**

Check your:

- Internet connection
- Headphones and microphone

Find somewhere:

- Quiet
- Neutral background

Consult: PEP instructions for online participation

[https://www.pep-net.org/sites/pep-](https://www.pep-net.org/sites/pep-net.org/files/typo3doc/pdf/files_events/2020_Online_Conference/Instructions.pdf)

[net.org/files/typo3doc/pdf/files_events/2020_Online_Conference/Instructions.pdf](https://www.pep-net.org/sites/pep-net.org/files/typo3doc/pdf/files_events/2020_Online_Conference/Instructions.pdf)