partnership for economic policy pep

2021 PEP annual conference

Workshop:

Best practices for policy communication

Session 1: Positioning your research for policy use

May 25

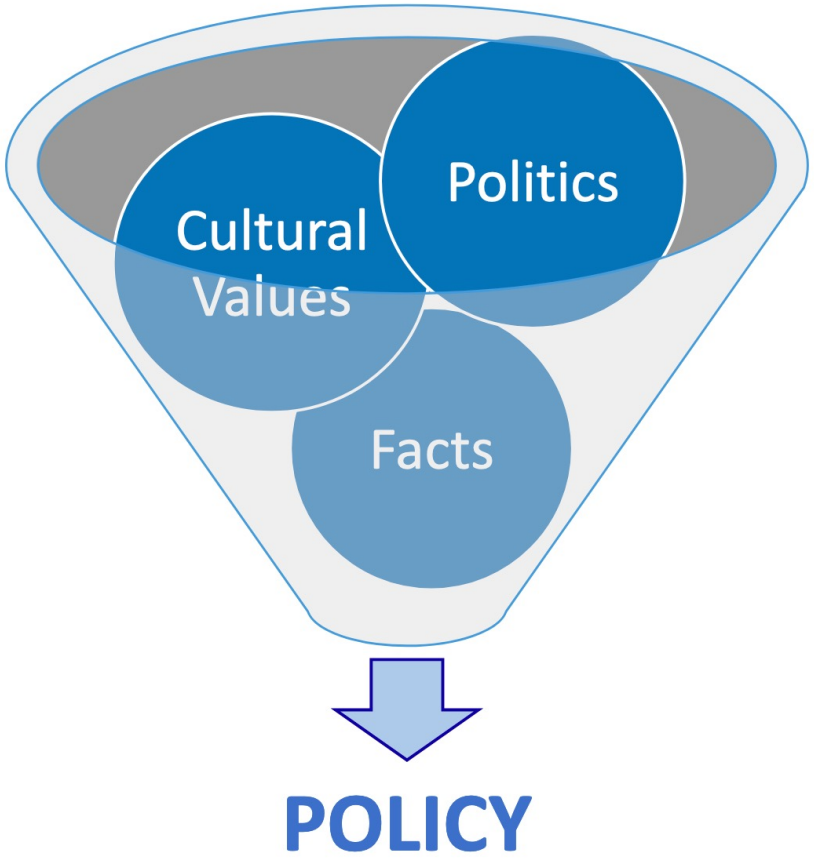
Marjorie Alain
PEP Director of Communications and M&E

Session 1 - Contents

- **Science and policy:** a complicated relationship
- **Channeling scientific evidence** into policymaking
- **Targeting and engaging stakeholders**
- **Understanding policy needs:** what policymakers need to know

Science and policy: a complicated relationship

An effective policy must be based on **facts**,
but it is also influenced by **cultural values** and **politics**.

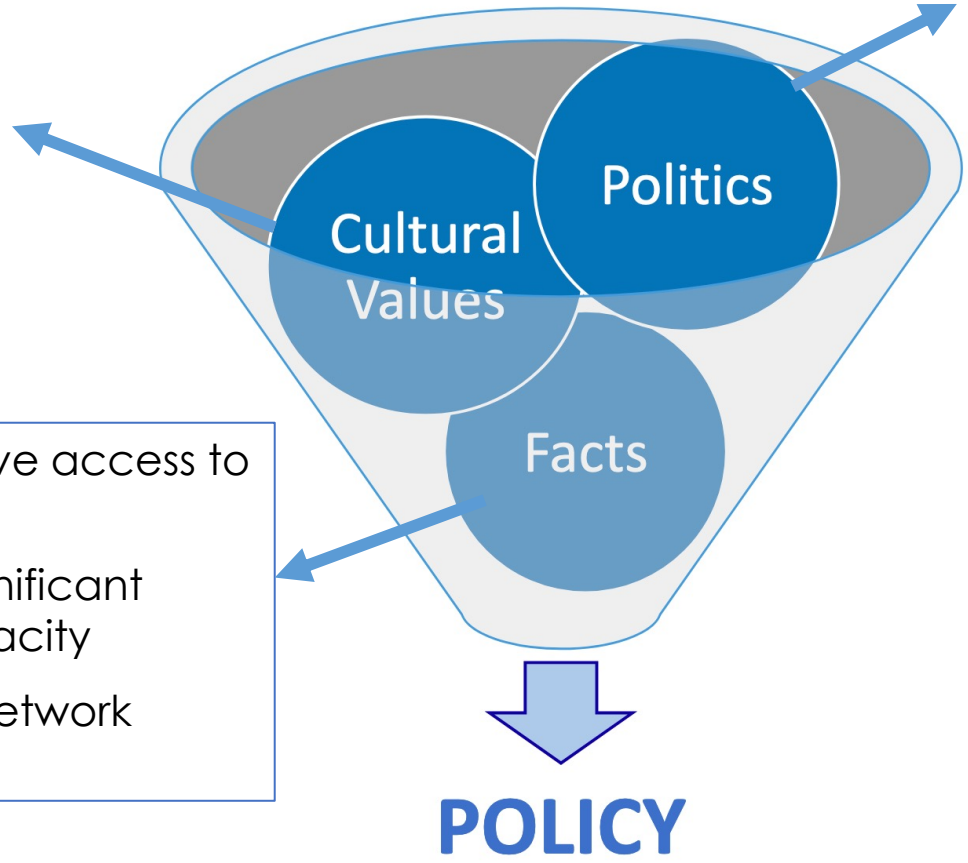


Science and policy: a complicated relationship

Example: Access to water in Tunisia

- Water is a free good given by god
- Water resources are limitless

- Politicians seek popular consensus, so they prioritize access to water for large urban centers



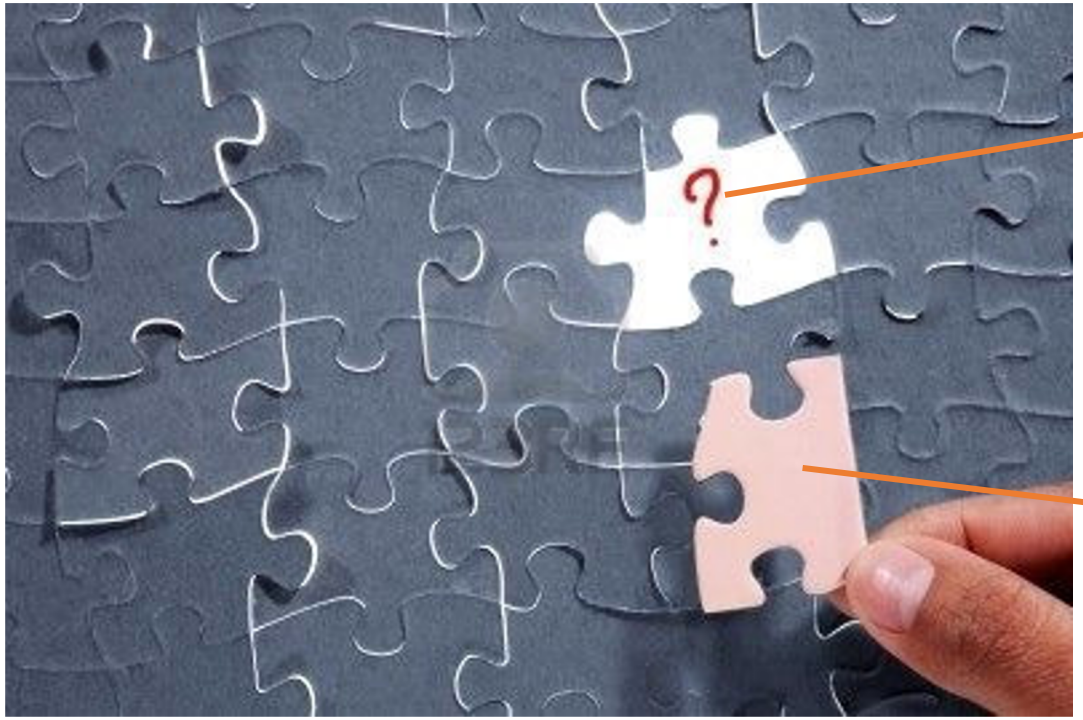
- 20% of rural people do not have access to drinking water
- 70% of dams experience a significant decrease in their storage capacity
- 50% of the water distribution network requires rehabilitation

Science and policy: a complicated relationship

Science has the disadvantage of focusing on a single piece of the puzzle..

To become **a useful input for policy**, **must be "positioned"** **into the broader context**

Policy



Evidence gap

Science

Science and policy: a complicated relationship

Babu Rahman, 2017 – UK Foreign and Commonwealth Office

How to make research more useful to government officials

"Whereas academics' value lies in illuminating complexity, civil servants are assessed on their ***ability to simplify complex issues down to the key components*** *necessary to make a decision."*

"What (policymakers) want from research is NOT:

'It's complicated' or 'Here's the answer'.

What they want is ***comparative work highlighting a range of possible solutions.."***

Science and policy: a complicated relationship

Baruch Fischhoff, 2011

Applying the science of communication to the communication of science

"Communications are adequate if they:

- **reach people with the information that they need**
- **in a form that they can use."**

Science and policy: a complicated relationship

Governance – performance is "measured" by:

Responsiveness:
Extent to which delivered services are consistent with citizen preferences

Effectiveness:
Extent to which adopted actions are achieving desired goals

Efficiency:
Ratio between the quality of services provided (i.e. effectiveness) and the cost to provide them

Science and policy: a complicated relationship

Political economy factors that prevent decision-makers from supporting their decisions on scientific knowledge:

- Culture, ideology - acceptability
- Commitments, budget constraints – feasibility
- Crises – e.g. COVID – diverting attention and resources

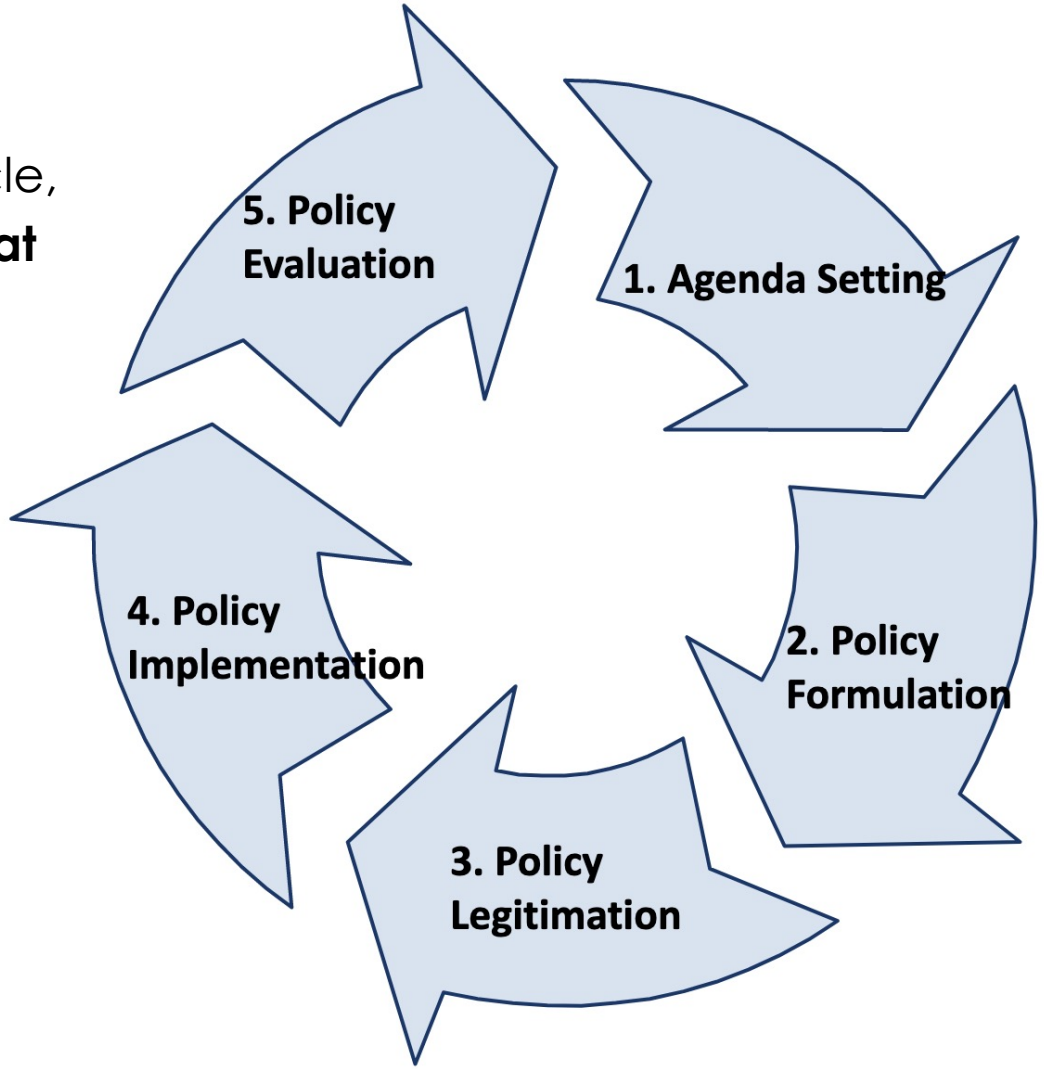
Understanding policy needs means **ADAPTING RESEARCH** or its communication **TO SPECIFIC CONTEXTS and priorities**

Science and policy: a complicated relationship

Policymaking cycle

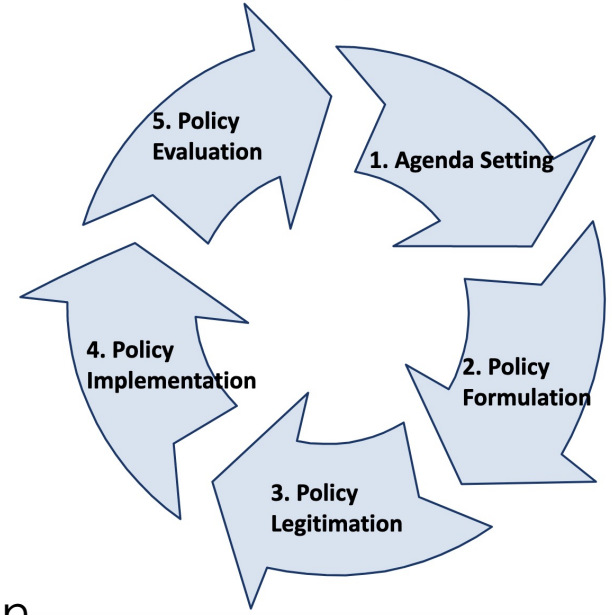
Though it appears to follow an orderly and closed cycle, the process **can begin and be abandoned or altered at any point of the cycle.**

You should know where your research/evidence comes in play!



Science and policy: a complicated relationship

Policymaking cycle



Related **challenges for EIPM**:

Agenda setting

- **Convincing** policy makers of importance and urgency of an issue

Policy formulation

- Identify and compare the « **available policy options** »
- Incorporate evaluation scheme in policy design

Policy legitimation

- **Understanding** how different stakeholders will react to the proposed measures.

Policy implementation and evaluation

- **Resistance** from bureaucracy, limited capacity of implementing organization, limited capacity for state oversight
- Getting the **data** needed to evaluate

Science and policy: a complicated relationship

Policymaking cycle

Overall challenges for EIPM

1) The formulation and implementation of policies are **inherently political**:

- involve conflict and struggle among individuals and groups, officials and state bodies who have **conflicting ideas, interests, values, and information.**

2) These political, stakeholder and value **considerations**:

- are **outside the scope of science**,
- **must be incorporated** by the multiple actors involved in the policy advisory process.

3) Few government institutions have a clear definition of what should be considered as **sufficient/reliable evidence**

Channeling scientific evidence into policymaking

What is evidence for policy?

Different sources and types of evidence used to inform the policy advisory process:

- Raw data
- Grey literature
- "People"
- Scientific literature/analysis

All sources/types are relevant and necessary

Evidence-informed policymaking (EIPM):

- Requires to use scientific (research-based) evidence "among inputs"
- **But the purpose is not to reduce the policy process to a scientific problem-solving exercise…**

- **N.B. Policymakers often prefer sources they are "familiar with" -** can help to cite known sources when relevant

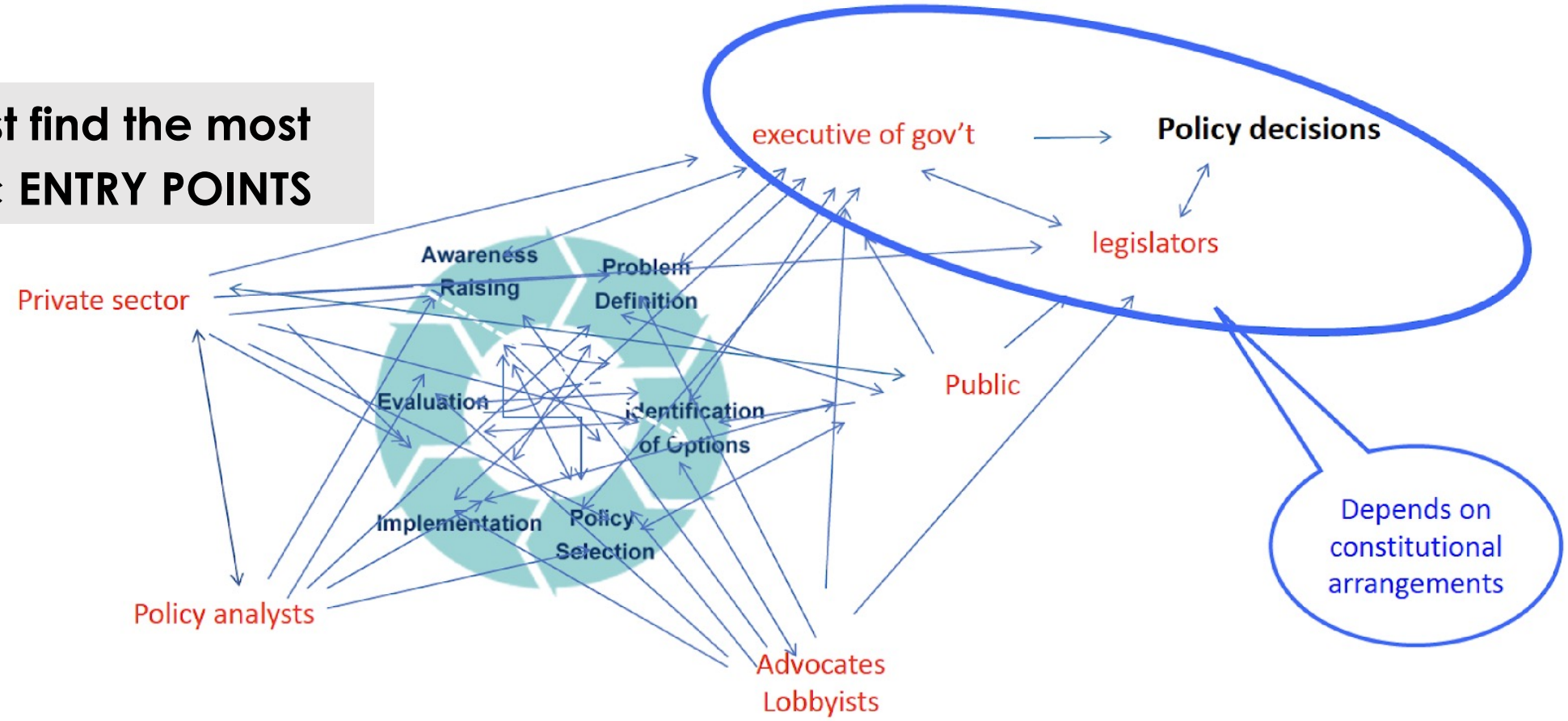
Channeling scientific evidence into policymaking

The **relative influence of scientific evidence** versus other factors/inputs can be illustrated as follows:

Channeling scientific evidence into policymaking

But a more realistic illustration of the **many sources of influences, competing** over the policy decision process would rather look like this:

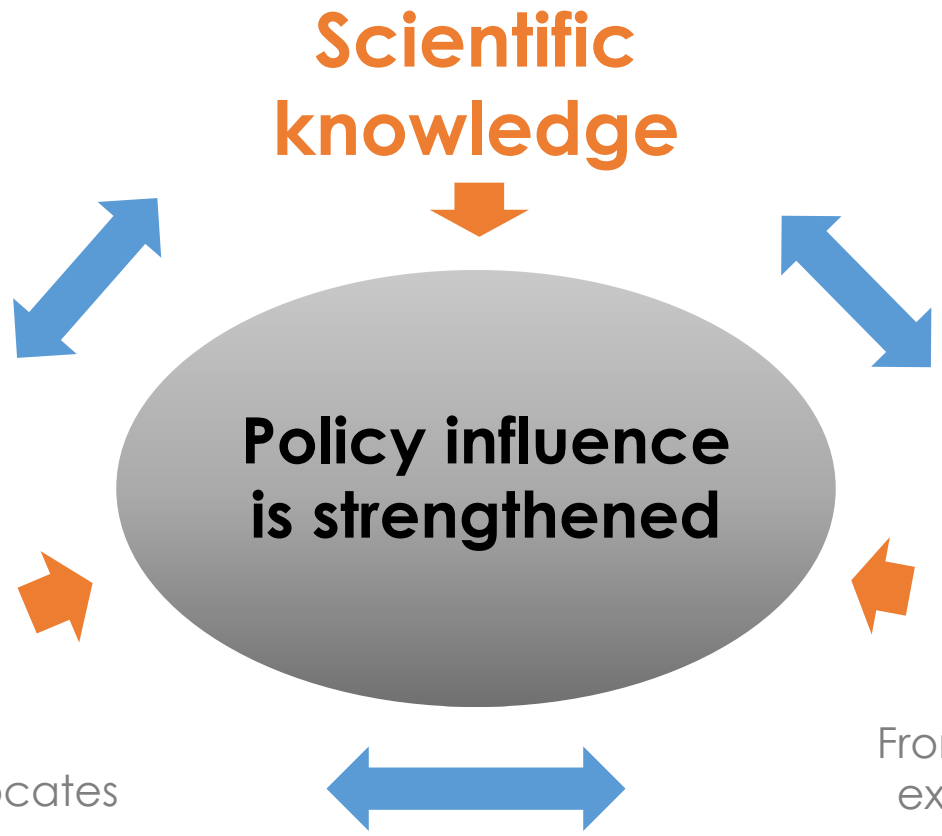
You must find the most strategic ENTRY POINTS



Channeling scientific evidence into policymaking

Nugroho & al., 2018

When they work together…



Channeling scientific evidence into policymaking

What are the **main types** of stakeholders?

Stakeholders = influence paths

- State
- Political Parties
- Think tanks
- Civil society
- IOs & NGOs
- Research Community
- Business Community
- The People
- Media

Channeling scientific evidence into policymaking

For your PEP project, we recommend to focus on:

= more "direct" influence paths

- **State**
- **Political Parties**
- Think tanks
- **Civil society**
- **IOs & NGOs**
- Research Community
- **Business Community**
- The People
- **Media**

Channeling scientific evidence into policymaking

COMMUNICATION TIPS: Focus on…

STATE	their specific mandate/responsibilities
POLITICIANS	their "political capital"
CIVIL	their specific "advocacy agenda/objectives"
BUSINESS	economic benefits
MEDIA	the interests of their "audience"
IOs/NGOs	their "current" agenda/thematic priorities

Channeling scientific evidence into policymaking

Stakeholder analysis

Determine whose interest should be taken into account in relation to a specific policy/program.

Questions to ask (at dissemination stage):

- Who has **power/influence** in specific policy process (formulation, adoption, implement..)
  - ➢ Who can provide **entry point** into the decision process?
- Who can **"use" findings** to achieve their mandate/objectives?
- Who can **benefit from/support** the "policy"?

Channeling scientific evidence into policymaking

Stakeholder analysis – CLASSIFICATION, based on "POWER"

		EXAMPLE:
1. VISIBLE POWER	observable decision-making processes	*political parties, ministries, law-makers*
2. HIDDEN POWER	actors behind official decisions	*political advisors, lobbies*
3. INTANGIBLE POWER	shapes meaning in society & influences how people think about an issue	*social networks, media, advocacy groups?*

Channeling scientific evidence into policymaking

Stakeholder analysis – 4 steps

1 ✓

Define the research topic and intended policy change

2 ✓

Identify all relevant stakeholders associated with the policy issue

3

Classify the various stakeholders:

- *Power to act* ✓
- *Interest*
- *Position*
  (support/oppose)

4

Engage stakeholders to contribute to policy development

ANALYSIS → STRATEGY

Channeling scientific evidence into policymaking

Stakeholder analysis – CLASSIFICATION, based on:

1 - Level of interest/engagement:

- To what degree will the stakeholder be affected by the policy change?
- What vested interest do they have?

2 - Power to act:

- What role does the stakeholder have in determining the policy?
- What resources can they mobilize?
- What influence does the stakeholder have on policy implementation

Update stakeholder analysis after findings - recommendation

3 - Position/Stance:

- How strongly do they support or oppose an issue?

Stakeholder analysis – classifying stakeholders

Example:

Policy Issue: Orange Roughy (type of fish) in Namibia is endangered due to over fishing

Policy Solution: Prohibit fishing during the reproduction season of Orange Roughy

#1 - Identify players who are **interested/engaged**

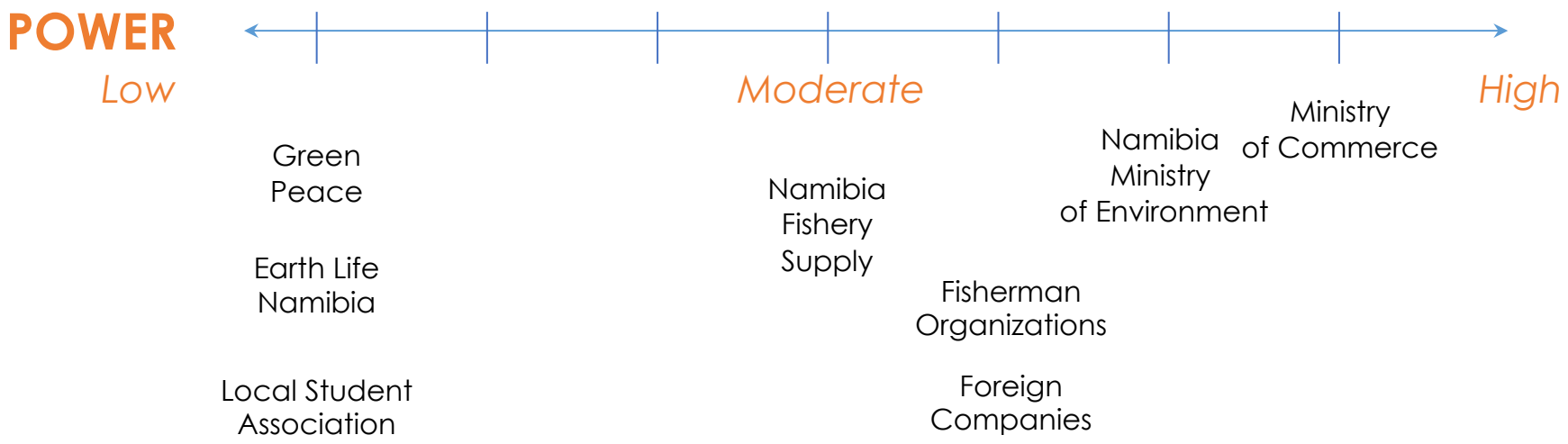
State/gov	Business	NGOs	Civil
Ministry of Commerce	Namibia Fishery Supply	Green Peace	Local Student Association
Namibia Ministry of Environment	Fisherman Organizations	Earth Life Namibia	
	Foreign Companies		

Stakeholder analysis – classifying stakeholders

Example:

Policy Issue: Orange Roughy (type of fish) in Namibia is endangered due to over fishing

Policy Solution: Prohibit fishing during the reproduction season of Orange Roughy



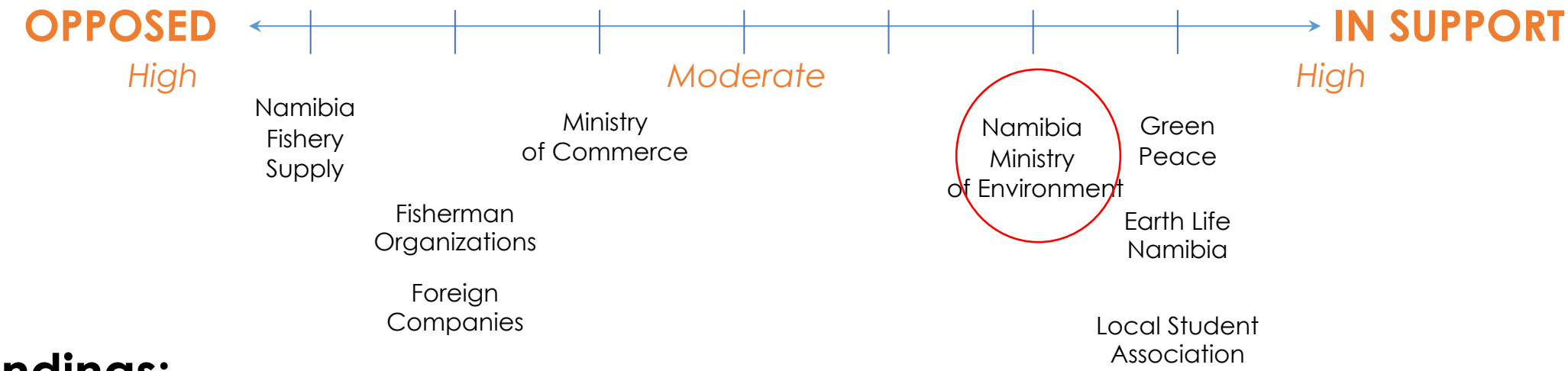
#2 - Identify players who can affect/**influence decision-making**

Stakeholder analysis – classifying stakeholders

Example:

Policy Issue: Orange Roughy (type of fish) in Namibia is endangered due to over fishing

Policy Solution: Prohibit fishing during the reproduction season of Orange Roughy



After findings:

#3 - Identify players who can will likey **support or oppose** your position

Engaging stakeholders

Be proactive!

Do NOT expect policy-makers to find/read your research.

Be prepared!

Before you meet, be sure to do your homework:

→ What are their interests?

→ What information do they need? Or can they provide?

→ What is the best strategy to:

- interact with them?
- to raise interest for your project?

Engaging stakeholders

Beware!

Policy-makers often:

- **prefer certain institutions or researchers** (based on background, experience, or political leanings)
- **do not trust** towards information and sources external to the public policy system

CONTEXT MATTERS!

Interest in issues that are important "NOW"

- Media – public perceptions
- Commitments – electoral cycle
- Especially related to constituencies/core supporters

Engaging stakeholders – entry points

Entry points are:

- **Windows of opportunity** to catch the attention of policymakers, stakeholders, or the broader public.
    - **Government processes:** revisions of existing legislation, budgets, or major policies
    - **Changes in administration:** new national, sub-national, or local governments might dismiss or welcome new information (compared to their predecessors)
    - **Political events:** regional meetings, global summits, elections, launch events for new policies or programs
    - **Social events:** events related to an advocacy issue (*international days, VIP visits..)*
    - **Conferences and workshops**
- **People:**
    - **Existing or accessible contacts** who can provide introductions or create opportunities to connect with target stakeholders

Engaging stakeholders – entry points

How to take advantage of an entry point:

Anticipate: **Be prepared** to discuss your research at seminars, conferences & public debates

Disseminate: **Raise awareness** by disseminating information on a website or other platform, and create space for debate and discussion on the issue

Make allies: **Work with other researchers** focused on projects that have similar stakeholders, impacts, or policy implications

Foster relationships with influential leaders, NGOs, or journalists that can advocate for your work

Tomorrow

Preparing your "policy message/argument"

- What do policymakers need to know? (cont.)
- What makes a good policy argument?
- Defining and organizing key messages for greater effect
- Adapting to your audience

Hands-on (preparing for tomorrow)

Breakout room with your team: access your slides

1. Identify the « **stage of policy cycle** » that your project relates to
2. Identify your **target stakeholders** (3 types)
3. Identify the « **key policy messages** » from your findings

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2021 PEP annual conference

Workshop:

Best practices for policy communication

Session 2: Developing a strong policy argument

May 26

Marjorie Alain and Jennie Hurwood
PEP Communication Team

Session 2 - Contents

- **What do policymakers need to know:** From research results to policy argument
- **Defining and organizing key messages for greater effect**
- **Adapting to your audiences**

Expert quotes

"For policy makers to *do science* better, scientists need to *do policy* better."

Chris Tyler, Director of UK Parliamentary Office for Science and Technology

The complicated relationship between science and policy

"Communications are adequate if they **reach people with the information that they need** in a form that they can use."

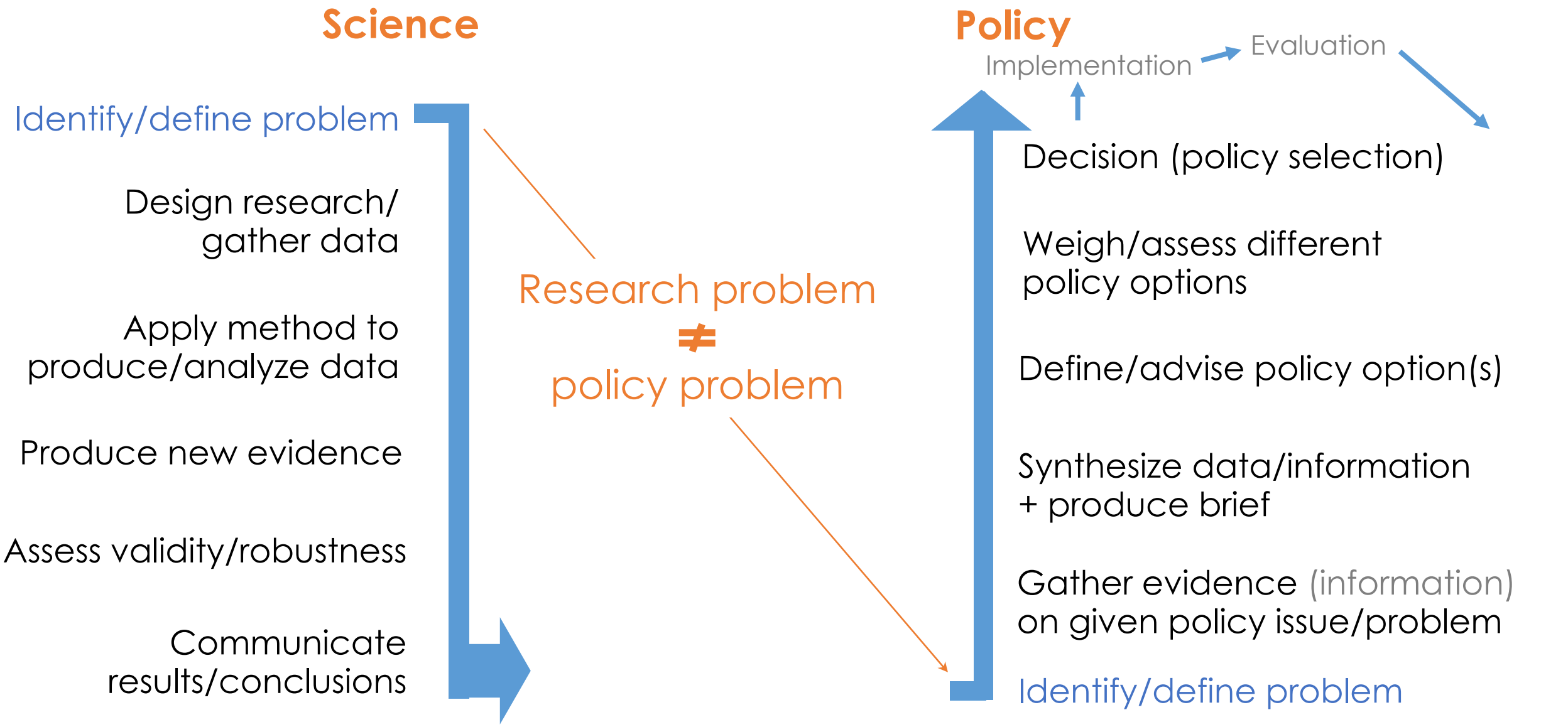
Baruch Fischhoff, 2011

Applying the science of communication to the communication of science

What do policymakers need to know:

Turning research results into policy argument

What do policymakers need to know?



What do policymakers need to know?

Science

Identify/define problem

Design research/ gather data

Apply method to produce/analyze data

Produce new evidence

Assess validity/robustness

Communicate results/conclusions

Result =

Difficult to translate scientific evidence into useful policy advice

Policy

Implementation → Evaluation

Decision (policy selection)

Weigh/assess different policy options

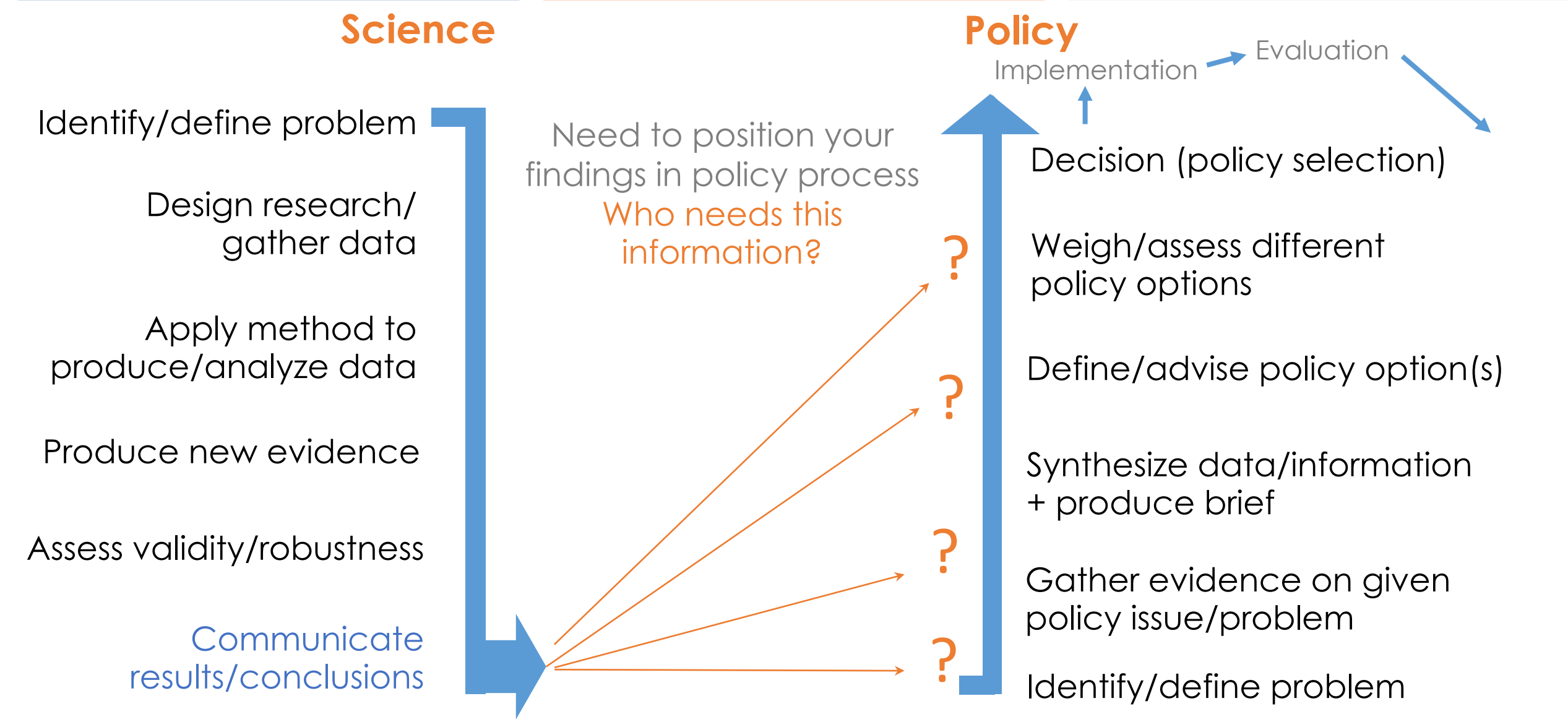
Define/advise policy option(s)

Synthesize data/information + produce brief

Gather evidence on given policy issue/problem

Identify/define problem

What do policymakers need to know?



What do policymakers need to know?

Understand the **POLICY PROBLEM** (vs research issue)

POLICY QUESTION ≠ **RESEARCH QUESTION**

Answer provides
recommendation FOR ACTION

Answer provides an
assessment of the SITUATION

What do policymakers need to know?

Understand the **POLICY PROBLEM** (vs research issue)

What are the effects of non-farm diversification on rural women's income?

Research or policy?

Research = Descriptive

What do policymakers need to know?

Understand the **POLICY PROBLEM** (vs research issue)

What type of intervention can effectively contribute to improving rural women's income?

Research or policy?

Policy = ACTION-oriented

What do policymakers need to know?

Understand the **POLICY PROBLEM** (vs research issue)

Policy question

What type of intervention to improve rural women's income?

What type = must compare **optionS**

How do policymakers assess/compare policy options? What criteria?

≠

Research question

Effects of non-farm diversification on rural women's income?

Sufficient to inform policy decision?

Non-farm diversification **= 1 option**

⬇

Right question?

What do policymakers need to know?

Governance – performance is "measured" by:

Responsiveness:
Extent to which delivered services are consistent with citizen preferences

Effectiveness:
Extent to which adopted actions are achieving desired goals

Efficiency:
Ratio between the quality of services provided (i.e. effectiveness) and the cost to provide them

What do policymakers need to know?

Important to assess the **feasibility** of a potential policy in a given context

- **LEGAL** FEASIBILITY
- **ADMINISTRATIVE** FEASIBILITY
- **TECHNICAL** FEASIBILITY
- **SOCIAL & CULTURAL** FEASIBILITY

} Context factors

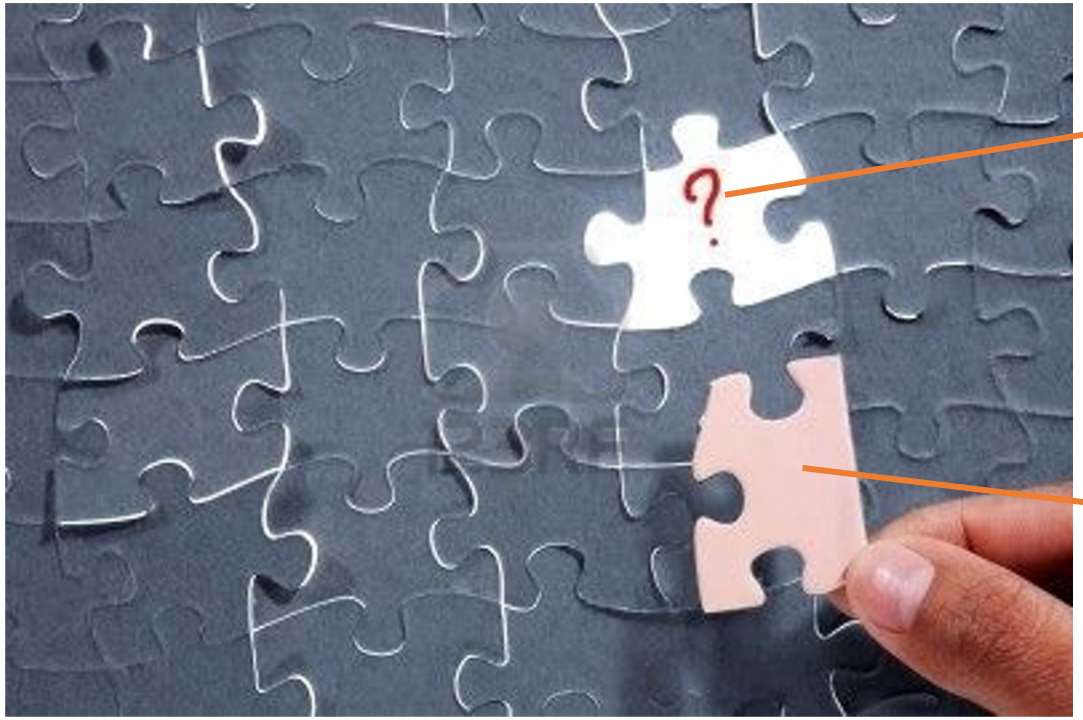
If knowledge or recommendation is "inapplicable",
then **may affect your credibility**

What do policymakers need to know?

To become **a useful input for policy**, **must be "positioned"** **into the broader context**

Context involve "priorities" and key considerations **(criteria to assess good policy)**

Policy



Evidence gap

Science

What do policymakers need to know?

To succeed in any debate - incl. those intended to advise/inform policy

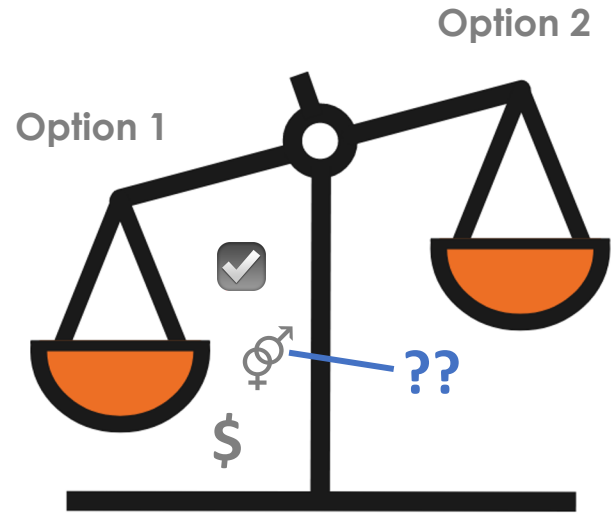
Must be aware of:

- potential objections or **alternative proposals/options** (i.e. counter-arguments)
- **key considerations** that will be used to evaluate their relative strength.

Science has the advantage of:

- Shedding light on the "unknown"
- Providing "reliable" information

Powerful arguments



What do policymakers need to know?

Usual criteria to assess "good policy"

EFFECTS	Effectiveness	Does the policy achieve the desired outcomes?
	Unintended effects	Are there unintended effects to consider?
	Equity	What are the effects for different population groups? How do they affect equity?
APPLICA -TION	**Cost**	What are the costs/budget implications?
	Feasibility	Is this policy technically viable/feasible?
	Acceptability	How is this policy perceived by (priority) stakeholders?

What do policymakers need to know?

Usual criteria to assess "good policy"

EFFECTS	Effectiveness	**Does the policy achieve the desired outcomes?**
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What do policymakers need to know?

Research evidence usually informs 1-2 criteria,
but NEVER THE FULL PICTURE

EFFECTS	Effectiveness	Does the policy achieve the desired outcomes?
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What do policymakers need to know?

And research largely tends to **overlook the "practical" constraints** of policymaking

EFFECTS	Effectiveness
	Unintended effects
	Equity
APPLICA -TION	**Cost**
	Feasibility
	Acceptability

= cost-effectiveness
= efficiency

major consideration for Gov,
yet rarely part of scientific assessment

Is it applicable/realistic??

What do policymakers need to know?

Difference between "COMMUNICATING RESEARCH RESULTS"

		Option 1
EFFECTS	Effectiveness	
	Unintended effects	
	Equity	
APPLICA -TION	**Cost**	
	Feasibility	
	Acceptability	

What do policymakers need to know?

And communicating "EVIDENCE-INFORMED POLICY ADVICE"

		Option 1	Option 2	Option 3
EFFECTS	Effectiveness	👍	👍	👎
	Unintended effects	👎	👍	👍
	Equity	👍	👎	👎
APPLICA -TION	**Cost**	👍	👎	👍
	Feasibility	👍	👎	
	Acceptability	👎	👍	👍

Not possible to research all..

What do policymakers need to know?

And communicating "**EVIDENCE-INFORMED POLICY ADVICE**"

		Option 1	Option 2	Option 3
EFFECTS	Effectiveness	👍	👍	👎
	Unintended effects			
	Equity	👍	👎	👎
APPLICA -TION	**Cost**	👍	👎	👍
	Feasibility			
	Acceptability			

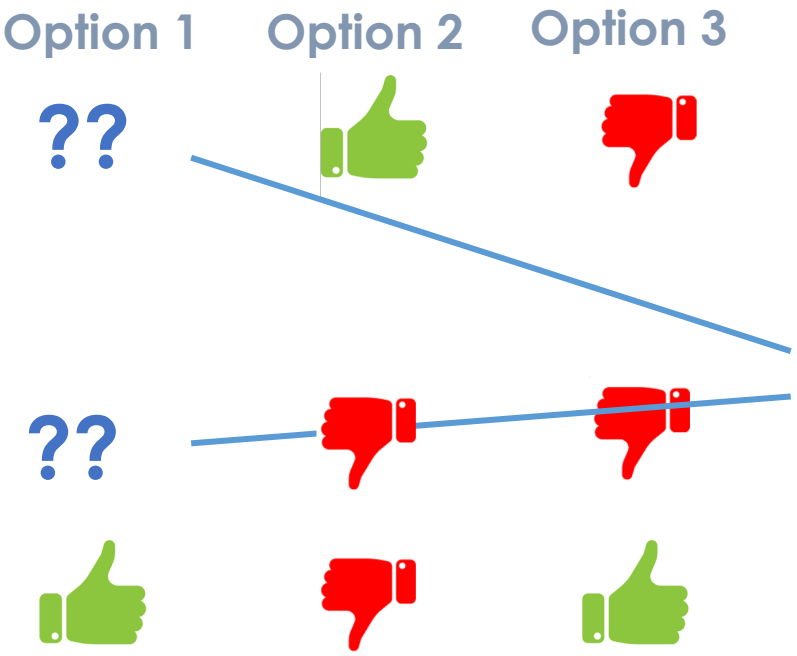
Not possible to research all..

Identify and focus on
- **PRIORITIES**

What do policymakers need to know?

And communicating "EVIDENCE-INFORMED POLICY ADVICE"

EFFECTS	Effectiveness
	Unintended effects
	Equity
APPLICA -TION	**Cost**
	Feasibility
	Acceptability



Not possible to research all..

Position your research!

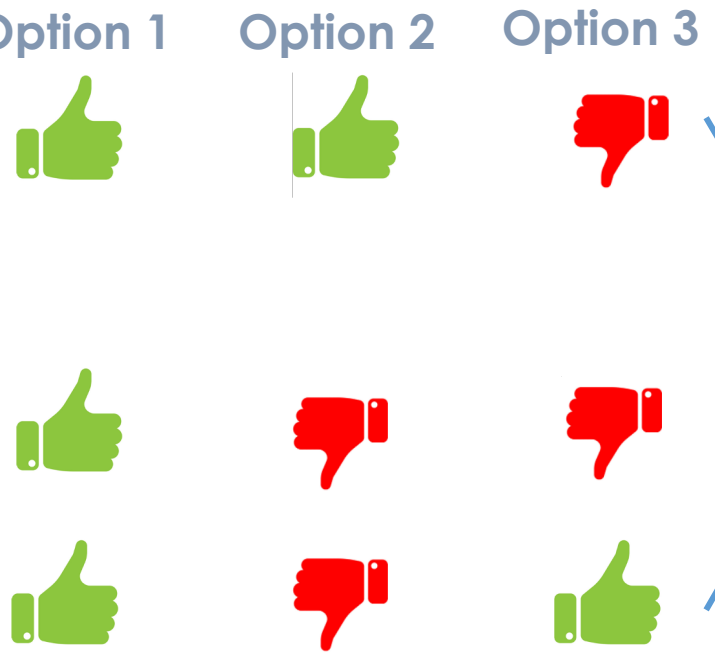
- Show how your evidence fills key evidence **gaps in the policy decision framework..**

Identify the POLICY QUESTION(S) that your evidence can help answer..

What do policymakers need to know?

And communicating "**EVIDENCE-INFORMED POLICY ADVICE**"

EFFECTS	Effectiveness
	Unintended effects
	Equity
APPLICA -TION	**Cost**
	Feasibility
	Acceptability



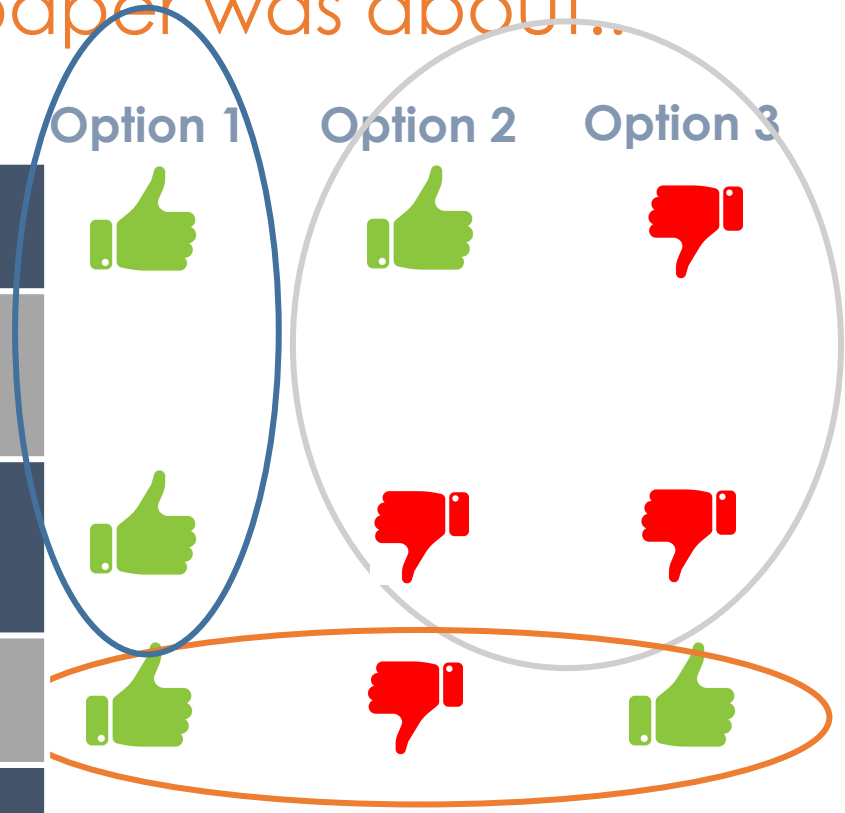
Don't underestimate the importance of **COST-EFFECTIVENESS**

A basic "**cost-benefit analysis**" can be a very powerful policy argument..

What do policymakers need to know?

That's what your policy paper was about..

EFFECTS	Effectiveness
	Unintended effects
	Equity
APPLICA -TION	**Cost**
	Feasibility
	Acceptability



- Your research

- Consultations
- Literature

- Find info on costs **and analyse!**

Policy paper = parallel ANALYSIS

What do policymakers need to know?

Questions that decision-makers always have

Gluckman, 2019

- Why do we have to do something now? Why is it a **priority**?
  - What is the (political) risk of doing or not doing something?
- Have we got the **OPTION** that meets our broader needs?
  - Who will it benefit? Does it benefit priority stakeholders?
  - What are the risks and to whom?
  - How does it **compare with other options**?
- What will it **cost**? (vs "benefits")

SHOULD HELP PREPARE YOUR POLICY MESSAGES!

What do policymakers need to know?

Questions that decision-makers always have

- Why do we have to do something now? Why is it a **priority**?
  - What is the (political) risk of doing or not doing something?

CONTEXT MATTERS!

Interest in issues that are important "NOW"

- Media – public perceptions
- Commitments – electoral cycle
- Especially for constituencies/core supporters

What do policymakers need to know?

Questions that decision-makers always have

- Have we got the **OPTION** that meets our broader needs?
  - How does it **compare with other options**?
  - Who will it benefit? Does it benefit priority stakeholders?
  - What are the risks and to whom?

What are the other "options on the table"?

Who is "priority"?

What do policymakers need to know?

Questions that decision-makers always have

- What will it COST?

As economists, you can't afford to seem unaware of cost implications

Cost-benefit analyses can be very powerful arguments…

Defining and organizing key messages for greater effect

Defining and organizing key messages

1. Defining your key messages

2. Organizing your key messages

Defining and organizing key messages

Think about your objectives

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?

Defining and organizing key messages

Got your answers?

1. Why do you want to share your research?
2. What do you want your audience to do about it?

Prioritize the message that is most relevant

Defining and organizing key messages

1. **Defining your key messages**

2. Organizing your key messages

Defining your key messages

A good key policy message is:

1. Simple Straight-forward messages are more memorable

2. Attractive i.e., interesting to your target audience

3. Concrete i.e., indicates specific action

[Bonus] 4. Shareable A really good message will be easy for your target audience to share

Defining your key messages

A good key policy message is simple

- 1 idea
- 1 sentence
- Plain language

Defining your key messages

A good key policy message is attractive

It should solve a problem that is

- Important
  - To the population
  - To your audience
- Current or (even better) urgent

Defining your key messages

A good key policy message is concrete

- Offer a solution
- Be specific
- Be realistic

Defining your key messages

Does this work?

Is it…

1. **Simple**
2. **Attractive**
3. **Concrete**
4. Shareable

Implementing policies that increase rural women's household and farm productivity alongside the Rural Electrification Fund capital subsidies for mini-grid developers can increase women's income and household well-being.

Defining your key messages

Does this work?

Is it…

1. **Simple**
2. **Attractive**
3. **Concrete**
4. Shareable

Land reform to increase women's access to agricultural land can improve food security in Nigeria

Defining your key messages

Does this work?

Is it…

1. **Simple**
2. **Attractive**
3. **Concrete**
4. Shareable

Enforcing the 2016 Land Act within communities will help more women make decisions over inputs and harvests.

Defining and organizing key messages

1. Defining your key messages

2. Organizing your key messages

- Pyramid principle
- AIDA

Organizing your key messages

The pyramid principle:

benchmark model of "persuasive communications"

- Start with the point you most want remembered
  - Make your argument
    - Provide evidence

The pyramid principle

- **Situation**: A statement about the subject with which you know the reader will agree
- **Complication**: The complicating event that creates tension in the story
- **Question**: The implicit question that results from the complication

The Pyramid Structure

Answer:
States the answer to the question raised in the readers mind

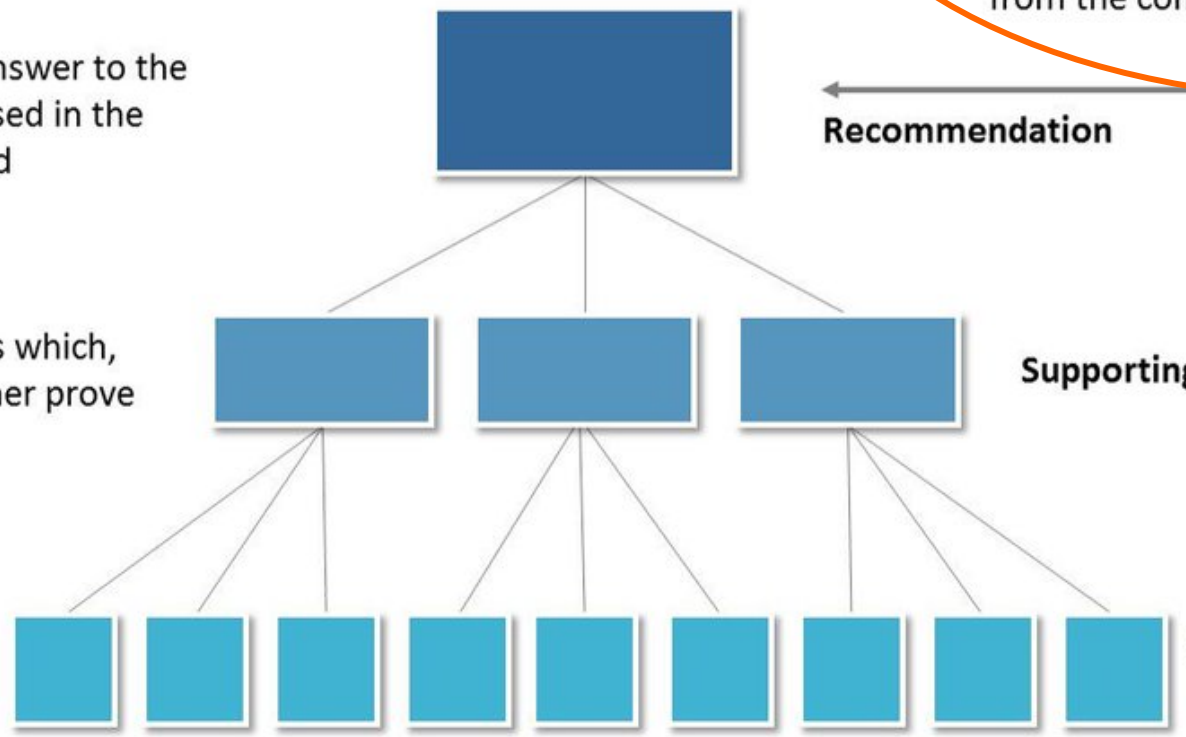
Recommendation

Key Line:
Major points which, taken together prove the answer

Supporting Logic

Support:
Data and facts that support the key line

Supporting Facts



The pyramid principle

- **Recommendation:** Implement land reform to increase women's access to agricultural land can improve food security

- **Logic (conclusions):** Increasing women farmers' access to land is the most effective and economically efficient policy option for achieving the goals of the National Food Security Program

- **Facts (findings):** Out of the available policy options, increasing women farmers' access to land would increase agricultural productivity the most, lead to the most economic growth (GDP at market prices) and significantly increase wages for rural households and hired female labour.

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 **I**nterest **D**esire **A**ction

- 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

Organising 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

Organising your message using AIDA

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**.

Desire

Action

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

Organising your message using AIDA

Attention

- Increasing women's access to agricultural land can improve food security in Nigeria

Interest

New findings show that when women have access to more land it promotes effective, equitable and efficient agricultural development.

Desire

Action

- Land reform is vital to provide this essential access.

Organising your message using AIDA

Attention

Interest

Desire

Action

- Enforcing the 2016 Land Act in communities will boost women's decision-making power
- Incorporating women-focused measures into the policy can help increase gender equality and ensure the success of this policy.
- If Malawi's women continue to be disempowered, food insecurity and poverty will persist
- New findings show the Farm Input Subsidy improved agricultural productivity but reduced women's empowerment

Uses: AIDA rule

Attention **I**nterest **D**esire **A**ction

- Use when you want to inspire **action**

- Suitable for formal tools

- & informal tools

- PEP policy brief
- National Policy Conference presentation
- "Elevator" pitch
- Social media post

Tomorrow (May 27)

Strategizing your communications

- **Creating an effective dissemination package**
  - ➢Select contents to the right channels & tools
  - ➢Adapt and visualize contents effectively
- **Your PEP policy brief**

Hands-on

Breakout room with your team: access your slides

Slide 3: Review your **key policy messages**

- Do they speak to actual policy needs?
- **Re-write** to make sure they are: simple, attractive, concrete
- **Organize** them to achieve greater effect

partnership for economic policy pep

2021 PEP annual conference

Workshop:

Best practices for policy communication

Session 3: Strategizing your communications

May 27

Jennie Hurwood and Marjorie Alain
PEP Communication Team

Session 3 - Contents

1. Creating an effective dissemination package

- **Tools & Channels** - choosing the right ones for your audience
- **Adapt & Visualise** your message for your audience

2. Your PEP Policy Brief

Where you're starting

1. **Policy messages identified**

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?

Tools & channels

How you present your information can make all the difference

Picture by Jorge Martin

- Tools & channels

Tools: what you produce to share your message

What tools can you use to share your message?

policy brief

press release

conference **invitation**

video

slide **presentation**

social media **post**

speech

infographic

blog/op-ed

Tools: what you produce to share your message

What tools can you use to share your message?

policy brief

press release

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video

slide **presentation**

social media **post**

speech

infographic

blog/op-ed

Tools

What are they best for?

policy brief

press release

conference **invitation**

slide **presentation**

social media **post**

blog/op-ed

Tools: Which is best for what?

Tool	Purpose	Audience
policy brief	Advocate for policy recommendations and provide analysis & context	Policymakers, stakeholders
slide **presentation**	Advocate for policy recommendations and provide analysis & context	Policymakers, stakeholders, media
conference **invitation**	Entice people to attend your event	Policymakers, stakeholders, media
press release	Get media to share your policy recommendations	The media, wider public
blog/op-ed	Advocate for your policy recommendations	Your (extended) field, the media
social media **post**	Share your policy recommendations widely, engage in debate	Your network, the internet

Tools & channels

Where can you share these tools?

policy brief

press release

conference **invitation**

slide **presentation**

social media **post**

blog/article

Channels

Where can you share these tools?

policy brief

press release

conference **invitation**

social media **post**

slide **presentation**

blog/article

national policy **conference**

private **meetings**

social media (personal/institutional)

media (web/print /broadcast)

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**

Adapting your message

1. **Your audience**
   - What do they know?
   - What do they care about?

Enforcing the 2016 Land Act within communities will help more women make decisions over inputs and harvests.

Adapting your message: **Knowledge & Interests**

Ministry of Women	Ministry of Agriculture
Know: decision-making power is vital to empowerment **Know:** empowered women = good for household productivity & well-being **Interest**: promoting women's empowerment	**Know:** higher agricultural productivity means higher rural income and better food security **Interest**: boosting agricultural productivity

Adapting your message: **Knowledge & Interests**

Ministry of Women	Ministry of Agriculture
Enforcing the 2016 Land Act within communities will **empower** more **women** to **make decisions** over inputs and harvests.	Enforcing the 2016 Land Act within communities will **increase agricultural productivity** and **improve food security**.

Adapting your message

2. Different tools and channels have different rules

- Choose based on:
  - Audience
  - Objective

- Look for "good" examples

Tweets and slide presentations are not interchangeable!

Adapting your message: Tools

Tool	Message
policy brief	Land reform to increase women's access to agricultural land can improve food security in Nigeria
slide **presentation**	Land reform to increase women's access to agricultural land can improve food security in Nigeria
conference **invitation**	Find out how women-focused land reform can improve food security in Nigeria
press release	Increasing women's access to farmland through land reform is a vital step to reducing hunger in Nigeria
blog/op-ed	Land reform that really empowers women is vital for improving food security in Nigeria
social media **post**	Risk of hunger rises when Nigeria's women are disempowered. Could land reform be the answer?

Adapting your message: Tools

Where is this from?

Op-ed/blog

Household surveys systematically exclude or undercount vulnerable populations and these exclusions and underestimations will materially affect estimates of need such as access to clean water or adequate sanitation, writes Ronelle Burger

Adapting your message: Tools

Where is this from?

Policy brief

Standalone solar home systems

and solar lamps, in addition to mini grids, can

increase electricity supply for women's

domestic and farm work

Adapting your message: Tools

Where is this from?

Social media

Use of chemical fertilizer needs to be done gradually… also important to make sure there are organic alternatives & alternate economic activities for affected industries

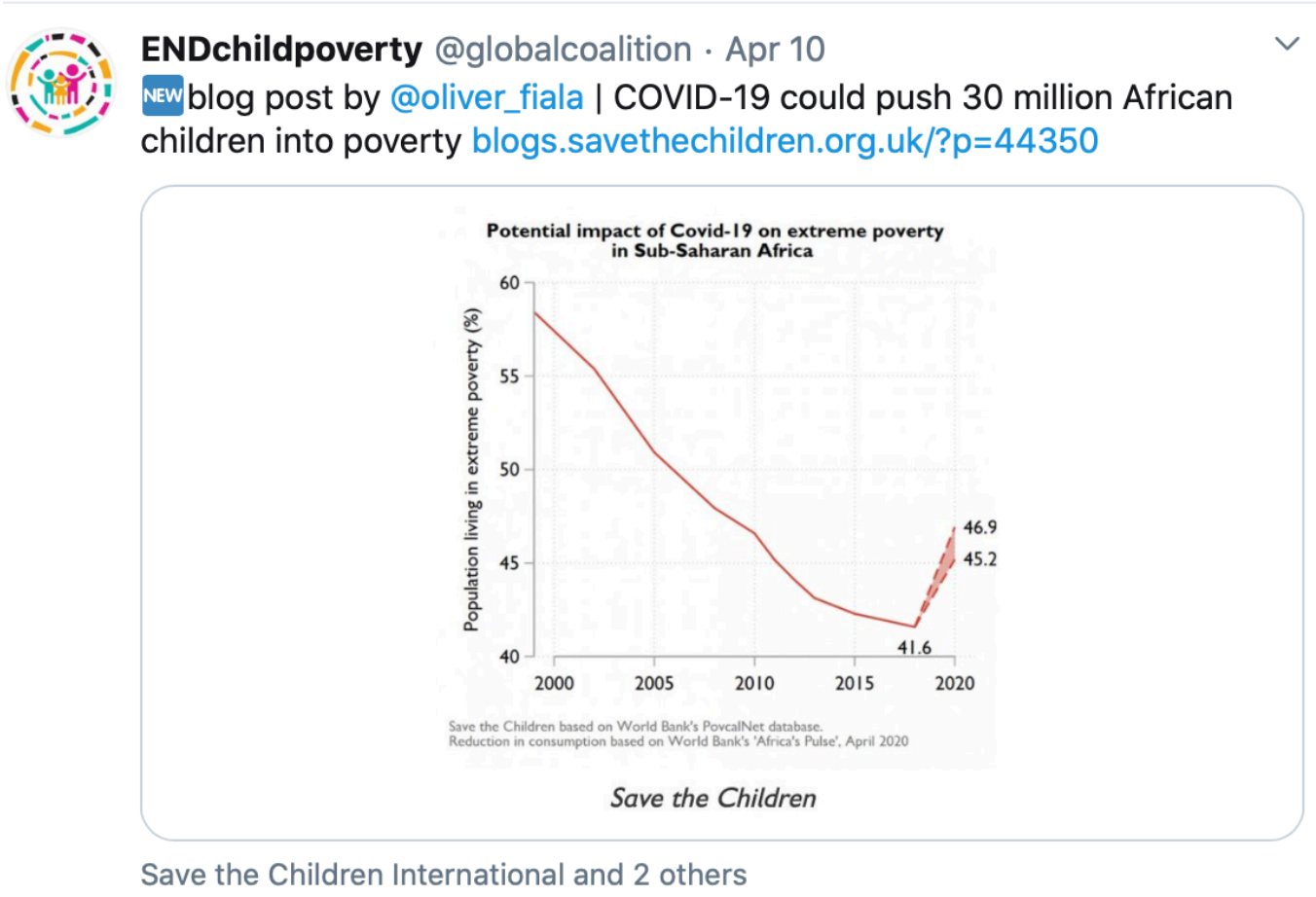
More about **Social media posts**

Advantage

- Broad audience

Disadvantages

- Lots of competition
- Limited space/text



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)

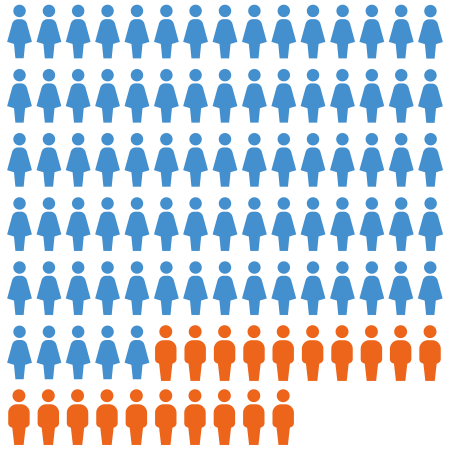
Adapting your message: Visually

More ways to present your message

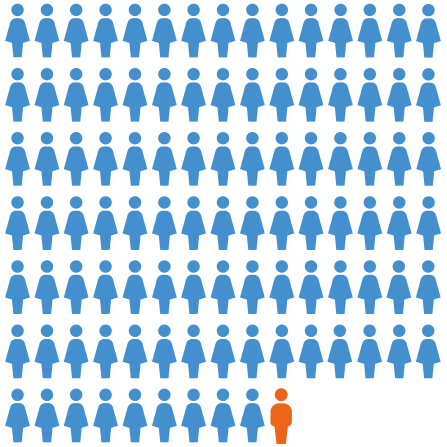
Visual tools

- 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 – make them EASY TO SPOT**

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 - texts

Start with your written documents

Ways to make texts more "visually attractive" = more effective read

1. **SHORT PARAGRAPHS** – separate ideas/sub-ideas

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4. Colors, **bold**, CAPITAL to emphasize key words/ideas

5. **Create SPACE around key ideas – make them EASY TO SPOT**

Visualizing contents – data visualization

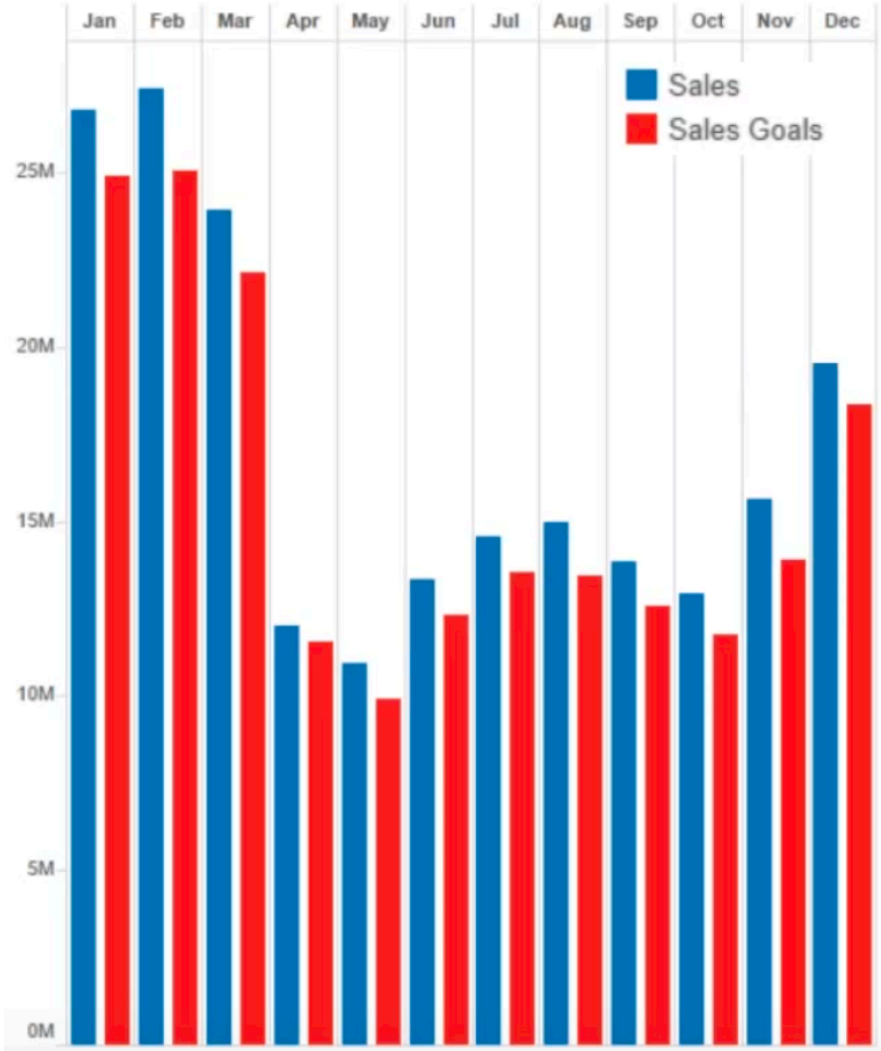
Improve your graphs/figures

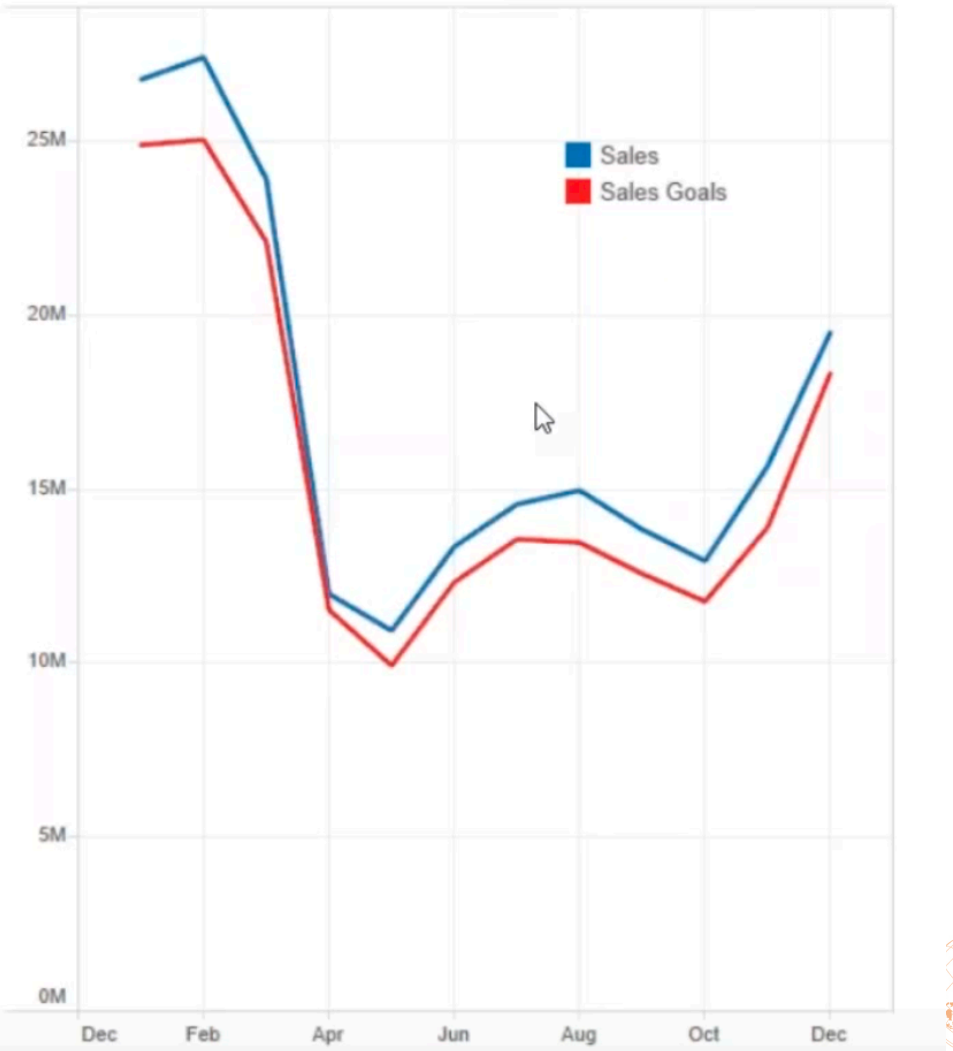
Should be SIMPLE and CLEAR = self-explanatory, quick read

- **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

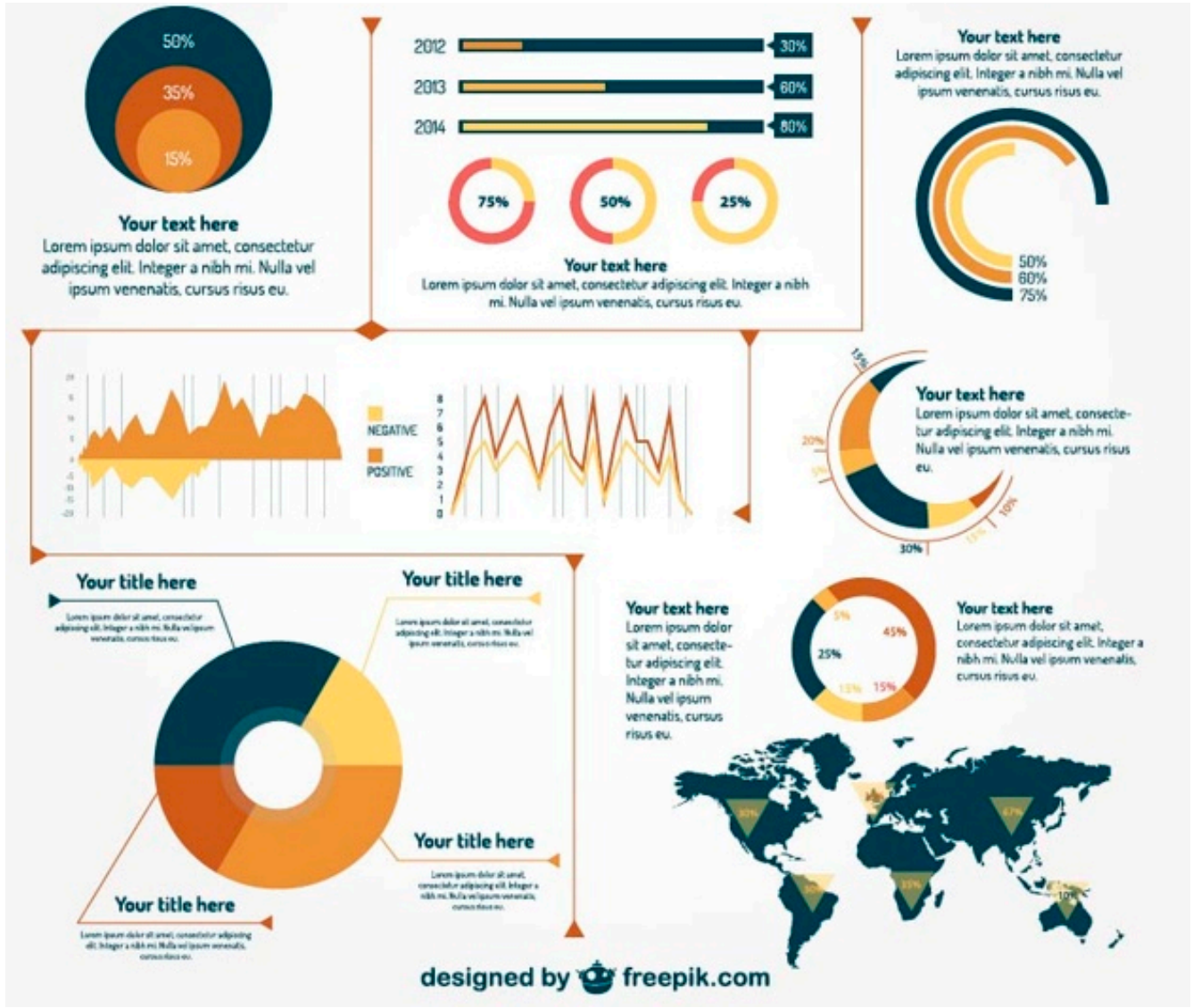
Visualizing contents – data visualization

Visualizing contents – data visualization





Visualizing contents – data visualization



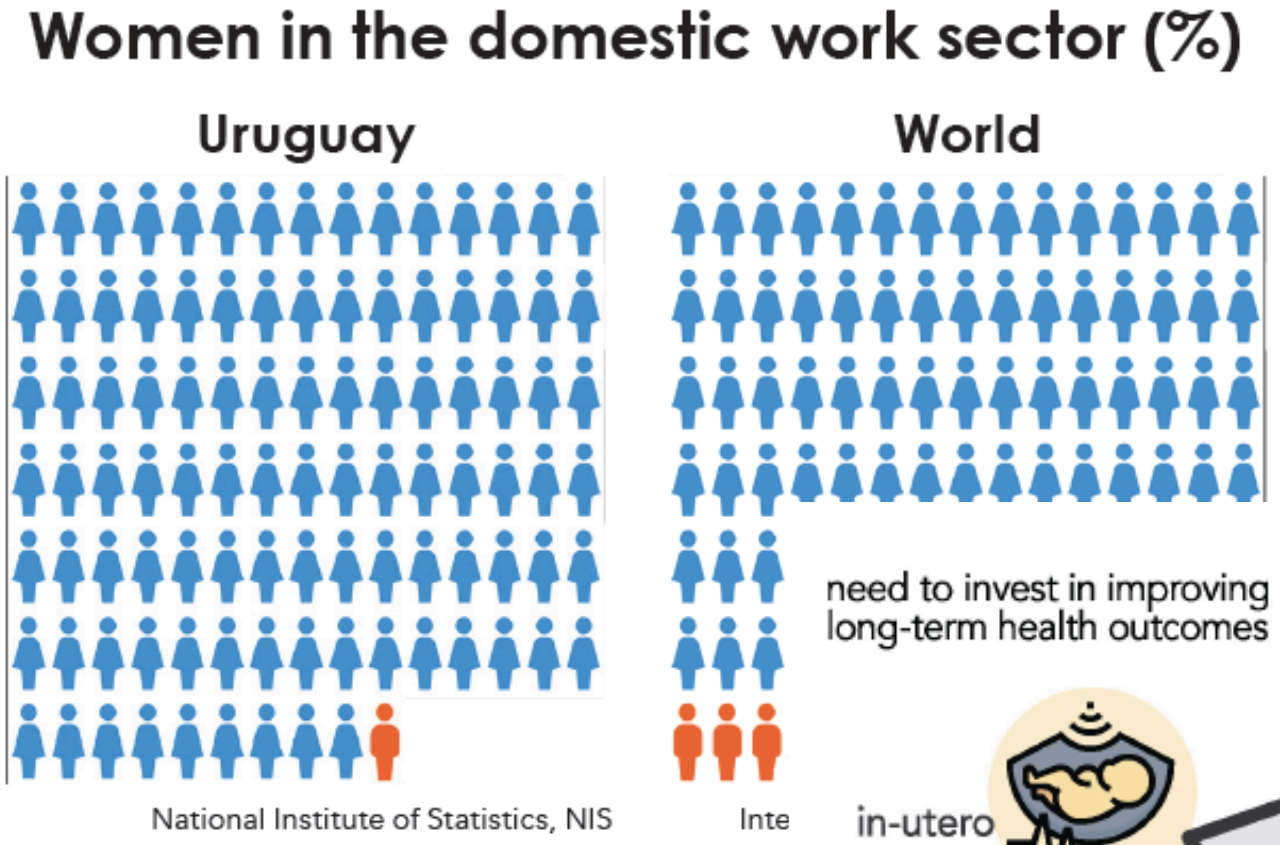
Choose the right type for your data..

Test it!!

Web tools available!

TableauPublic, FusionCharts, Datawrapper…

Visualizing contents – infographics



Quantitative

Web tools available!

Canva, Venngage, Carto…

Qualitative

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

Your PEP Policy Brief

PEP Policy Brief

- A good policy brief should:
  - **Highlight "urgent" policy issue** that needs addressing
  - **Identify recommendations** (policies) that can address the issue
  - **Provide evidence/analysis** – justify why should your recommendations be applied?
  - **Provide insights/roadmap to policymakers** on what they need to know to formulate sound policy

PEP Policy Brief

- A good **PEP** policy brief is:
  - **2 to 4** pages
  - For a **non-scientific** audience
  - **Attractive** (pictures) and **accessible** (infographics)
  - **A starting point** for more specific/tailored policy briefs (in your language, if appropriate)
- Key objective
  - To highlight need for policy change and to present a viable policy option
- Key target audience
  - For PEP: general
  - For your project: Policy actor? NGO? Media? Adapt message!

PEP Policy Brief

- Structure (e.g. 3 pages)
  - Title
  - Key messages
  - Background/context – 1/4 page
  - Policy Options – 1/4 page
  - Brief policy comparison/evaluation – 1/2 page
  - Recommendation & road map – 1/2 page
  - Scientific analysis & findings summary – 1/2 page

While writing, keep in mind:
- Your objective
- Your target audience

Plus photos, figures, charts, infographics

PEP Policy Brief

- **Title**
  - Not the same as your project title
  - Appeals to a more general audience

While writing, keep in mind:
- Your objective
- Your target audience

- For example, the working paper:
  - *Informal employment and labor market policies: The case of domestic workers in Uruguay*

- Becomes the policy brief:
  - *Uruguay's domestic workers boosted by minimum wage policy*

PEP Policy Brief

While writing, keep in mind:
- Your objective
- Your target audience

- **Key messages**
  - 2 to 4 bullet points summarizing your key recommendations
  - The "distilled" version – the absolute essentials:
    - Solution to what problem
    - Who is affected and how
    - Call to action

PEP Policy Brief

While writing, keep in mind:
- Your objective
- Your target audience

- **Background/context**
  - About 150-200 words
  - Present and explain issue
    - who's affected?
    - why is it a serious issue?
    - what are the risks of doing nothing?
  - Show evidence need (e.g. knowledge gap)

PEP Policy Brief

- **Outline available policy options**
  - ≈100 words
  - Suggest a bullet list
- **Policy comparison**
  - Most pertinent & interesting findings
  - Max 500 words
  - Suggest a table
  - Simple illustrations

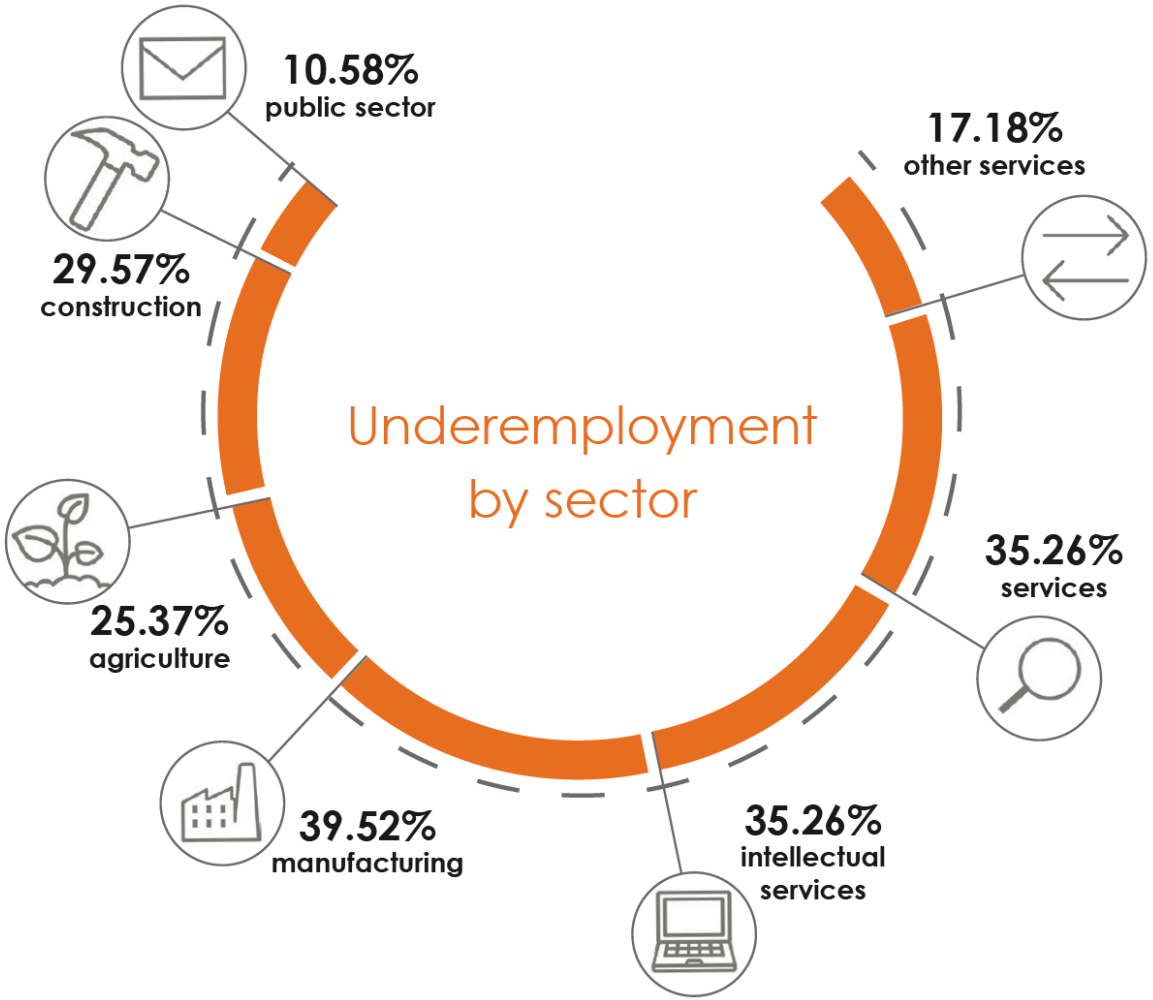
While writing, keep in mind:
- Your objective
- Your target audience

PEP will assist – contents and visuals!

	Policy scenarios			
Effect on:	**1. rural electricity subsidy (current REF policy)**	**2. 10% increase in productivity for household tasks**	**3. 10% increase in agricultural productivity**	**4. Combination of scenarios 1-3**
Rural women's time spent on domestic work	≈ 1.0% reduction	≈ 0.8% reduction	≈ 0.14% increase	≈ 1.5% reduction
Rural women's employment	+0.65%	+0.51%	-0.10%	+1.01%
Rural women's income	+0.30%	+0.51%	+0.81%	+1.57%

Source: Authors' analysis

PEP Policy Brief



- A graph/chart/**infographic**

  to share your findings quickly

PEP Policy Brief

- **Recommendation**
  - Identify best policy option, based on your findings
    - Clear & actionable
- **Road Map**
  - Concrete & specific
  - Steps to implement your recommendation
    - Committees that need to approve?
    - Laws need passing?
    - Which departments?

While writing, keep in mind:
- Your objective
- Your target audience

PEP Policy Brief

- **Scientific analysis summary**
  - Research objectives/questions
  - Data source (primary/secondary data)
  - Key variables
  - Key methodology (Impact evaluation/field experiment)
  - Main research findings

- To show high quality of your evidence
  - THINK! Will your audience understand it?

PEP Policy Brief: Tips

Orwell's rules for writing

BE BRIEF:

- **Never use a long word where a short one will do.**
- **If possible to cut a word: CUT IT!**

BE STRAIGHTFORWARD:

- Avoid foreign phrases, scientific words, or jargon: find an **everyday** equivalent.
- **Use the active** (not the passive)
- Avoid metaphors or figures of speech.

PEP Policy Brief: Tips

WRITE FOR **SCANNERS**, NOT READERS

- **Think "skim read"** - use headings, bullets, etc.
- **Give and highlight <u>actionable contents</u>** - help them brief their own audience

USE **KEYWORDS**, NOT BIG WORDS:

- Plain language will benefit/attract any audience, regardless of background

ILLUSTRATE

- Examples to show what you mean

Session 3 – Strategizing your communications

1. Creating an effective dissemination package

- **Tools & Channels** - choosing the right ones for your audience
- **Adapt & Visualise** your message for your audience

2. Your PEP Policy Brief

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