CRAFTING EVIDENCE-BASED MESSAGES (SC6E)

Module
Strategic Communication (SC)

Format
Small group exercise

Purpose
This activity contributes to the module learning objectives by giving participants practice at identifying key research findings from a case study, defining policy implications of those findings, and formulating recommendations.

Time Required
- 1 hr. to 1 hr. 30 min.

Activity Description
Small group exercise that follows session SC5L, Strategic Communication II: Messages. The exercise can happen after the presentation, or the facilitator can choose to have the participants complete the exercise in parts as you complete each portion of the lecture.

Participants must read the case study for homework the night before. The toolkit includes case studies on family planning equity in Kenya and long-acting reversible contraception for youth in Ethiopia; you may choose another journal article or data-rich case study if you wish. The case study should not be a policy brief – the challenge in this exercise is to select only key data and formulate implications and recommendations. A good policy brief will have already done those steps.

Break the participants into small groups of 3-4 individuals. Working in these groups, they identify the key policy-relevant findings from the case study, write implications, and formulate recommendations for a specific audience. The case studies contain more data than is necessary; the challenge is to pare a large amount of information down to what is necessary for their policy message. Groups should try to make their recommendations SMART, or be intentional about when they do not meet all of the SMART criteria. During the Elevator Speech exercise (SC7E), if you choose to include it, the same small groups use their work from this exercise to craft a 60-second elevator speech.

It’s important for the facilitator to be very familiar with the data and information in the case studies in order to give feedback about the findings and implications selected and written by each group.
Allow up to one hour for the small groups to work together. Then bring everyone back together and ask each group to share. Give feedback and have discussion as time allows.

Key Learning Concept(s)
- Selecting key, policy-relevant findings from a lot of data.
- Translating findings into implications.
- Creating SMART Recommendations (when appropriate).
- Clear connections between findings, implications, and recommendations.

Materials Needed
- Worksheet

Associated Exercises
- Elevator Speech (SC7E)

Required Preparation
- Case Study