Sample Agenda
Policy Communication Training Toolkit
Two-Day Workshop
Focus: Strategic Communication and Writing for Policy Audiences

Pre-workshop Homework Readings
- A systematic review of barriers to and facilitators of the use of evidence by policymakers, by Kathryn Oliver et al., 2014 (RP3L)
- Generating political priority for neonatal mortality reduction in Bangladesh, by Jeremy Shiffman and Sharmina Sultana, 2013 (RP4L)

We will cover the following modules
- From Research to Policy
- Strategic Communication
- Writing for Policy Audiences

Workshop Objectives
1) Understand how research and program results can influence policy
2) Learn how to be strategic in policy communication approaches in order to influence policy change
3) Develop effective written communication skills for policy audiences

Day 1
9:00am   Welcome, introductions
9:30am   Icebreaker
10am     Review materials, logistics, goals, and expectations
10:30am  Tea Break
11:00am  Research to Policy Gap (RP3L)
11:45am  Fundamentals of the Policy Process (RP4L)
12:45pm  Lunch
2:00pm   Strategic Communication I: Policy Goal, Audiences, and Objectives (SC3L)
2:30pm   Strategic Communication II: Messages (SC5L)
3:30pm   Tea Break
3:45pm   Evidence-Based Policy Messages: Individual Work (SC8A)
5:00pm   Adjourn

Homework:
- Read a Sample Policy Brief
Day 2

8:45am  Welcome and Review of Day 1
9:00am  Principles of Policy Writing (WP1L)
9:30am  Conversational Writing (WP2L)
10:30am Tea Break
10:45am Conversational Writing Exercises (WP3E)
12:30pm Lunch
1:45pm  Writing a Policy Brief (WP4L)
2:15pm  Critiquing a Policy Brief (WP5E)
3:15pm  Tea Break
3:30pm  Can a Policymaker Understand This? (WP6E)
4:30pm  Wrap up and evaluation