Sample Agenda

Policy Communication Training Toolkit

Two-Week Workshop

Focus: Communicating Research to 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)
- Expanding the role of research evidence in family planning policy, program, and practice decision-making, by Karen Hardee and Kelsey Wright, 2015 (RP3L)
- Generating political priority for neonatal mortality reduction in Bangladesh, by Jeremy Shiffman and Sharmina Sultana, 2013 (RP4L)

We will cover the following modules during our training

- From Research to Policy
- Strategic Communication
- Writing for Policy Audiences
- Creating Policy Presentations
- Negotiations and Accountability
- Communicating Research Through Social Media
- Data Visualization
- Working With the Media

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) Identify and communicate the policy implications of research
4) Develop skills for communicating effectively with policy audiences through policy briefs, policy presentations, negotiation, social media, data visualization, and the media.

Day 1

8:30am Arrival, registration
9:00am Welcome, introductions
9:30am Icebreaker
10am Review materials, logistics, goals, and expectations
10:30am Tea Break
11:00am Understanding the Policy Landscape (RP1L)
11:45am Policy Landscape Worksheet – Individual Work (RP2E)
12:30pm Lunch
2:00pm Guest Speaker on Evidence-Based Policy Communication (RPS2D)
3:15pm   Tea Break
3:45pm   Research to Policy Gap (RP3L)
4:30 pm  Fundamentals of the Policy Process (RP4L)
5:30pm   Adjourn

*Homework:*
- Making Research Findings Actionable (SC1L)
- Supporting Youth Reproductive Health: Including LARCs in Youth Friendly Services in Ethiopia (SC6E)

**Day 2**

8:30am   Welcome and Highlights from Day 1
8:45am   Generating Political Priority - Small Group Work (RP5E)
10:30am  Tea Break
11:00am  Strategic Communication I: Policy goal, audiences, & objectives (SC1L)
11:30am  Creating a policy goal, objectives, and audiences – Individual Work (SC2A)
12:30pm  Lunch
1:30pm   Strategic Communication II: Messages (SC5L)
2:15pm   Crafting Evidence-Based Policy Messages – Small Group Work (SC6E)
3:30pm   Tea Break
4:00pm   Elevator Speech – Small Group Work (SC7E)
5:00pm   Evidence-based policy messages - Individual Work (SC8A)
5:30pm   Adjourn

*Homework:*
- Finalize Evidence-Based Messages worksheet (SC8A)
- Develop 60-second soundbite (SC9A)
- 6 Steps to Developing an Effective Presentation (PP1L)
- Delivering an Oral Presentation (PP1L)
- Business Guide to Visual Communication (DV1L)
- The Young Continent (WP2L)

**Day 3**

8:30am   Highlights from Day 2
8:45am   Working Group Session – Audiences and Messages (SCS1G)
10:00am  Participants Deliver 60-second Soundbites (SC9A)
11:00am  Principles of Policy Writing (WP1L)
11:20am  Conversational Writing (WP2L)
12:30pm  Lunch
1:30pm  Conversational Writing and Exercises (WP3E)
2:30pm  Effective Presentations: Content, Delivery, and Design (PP1L)
3:15pm  Tea break
3:45pm  Visualizing Data I (DV1L)
4:45pm  Discuss policy presentation outline assignment (PP2A)
5:15pm  Adjourn

Homework:
• Plain Language Considerations and Selected Alternatives to “Development-Speak” (WP6E)
• Draft a presentation outline
• Read sample policy brief

Day 4
8:30am  Highlights from Day 3
8:45am  Working Group Session – Presentation Outlines (PPS1G)
10:00am  Writing a Policy Brief (WP4L)
10:20am  Tea Break
10:45am  Critiquing a policy brief (WP5E)
11:30am  Can a Policymaker Understand This? (WP6E)
12:30pm  Lunch Discussion with Guest Advocate (RPS2D)
2:00pm  Visualizing Data II (DV2L)
3:00pm  Data Viz Challenge (DV3E)
4:30pm  Discuss expectations for policy brief outline and data viz assignments (WP7A and DV4A)
5:00pm  Adjourn

Homework:
• Begin policy brief outline and data visualization (WP7A and DV4A)
**Day 5**

8:30am  Highlights from Day 4
9:00am  Policy Visit (RPS3F)
12:30pm Lunch
1:30pm  What is the Media and Why Work With Them? (WM1L)
2:30pm Tea Break
2:45pm Panel Presentation and Discussion with Journalists (WMS1D)
4:30pm Review weekend assignments: Policy Brief Outline (WP7A), Policy Presentation (PP3A), Data Visualization (DV4A)
5:00pm Adjourn

**Weekend:** Participants work on homework assignments:

- Policy Brief Outline (WP7A)
- Policy Presentation (PP3A)
- Data Visualization (DV4A)
- Maternal Health in Tanzania Case Study (NA3E)

**Day 6**

8:30am  Highlights from Week 1
8:45am  Working Group Session – Policy Brief Outlines (WPS1G)
10:15am Tea Break
10:30am  Working Group Session – Data Visualizations (DVS1G)
11:30am What Next? Why Negotiation Matters in the Policy Process (NA1L)
12:30pm Lunch
1:30pm How Can Research Influence Negotiation? (NA2L)
2:00pm Research in Negotiation Case Study: Maternal Health in Tanzania (NA3E)
3:00pm Tea Break
3:15pm Parliamentary Committee Hearing (NA6E)
5:00pm Adjourn

**Homework:**

- Develop draft policy presentation
- Sample News Releases (WM2L)
News Release Template (WM3A)
Effective Interviewing Techniques (WM4L)

Day 7
8:30am Highlights from Day 6
8:45am Working Group Session – Practice Policy Presentation (PPS2G)
10:45am Tea Break
11:00am News Releases (WM2L)
11:45am The Art of the Interview (WM4L)
12:30pm Lunch
1:30pm Budget Mapping (NA4L)
2:00pm Guest Speaker: The Budget Process (NAS1D)
3:15pm Tea Break
3:30pm Budget Mapping Exercise (NA5E)
4:15pm Writing a News Release (WM3A)
5:00pm Adjourn

Homework:
• Complete News Release (WM3A)
• Dunleavy, 2014 (SM3L)

Day 8
8:30am Highlights from Day 7
8:45am Making Social Media Work for Research and Policy (SM1L)
9:45am Communicating Research Through Social Media (SM2E)
10:30am Tea Break
10:45am Social Media in Practice (SMS2D)
12:00pm Lunch
1:30pm Academic Blogging (SM3L)
2:15pm Tea Break
2:45pm Documenting Success and Overcoming Failure (NA7L)
3:15pm Success and Failure Exercise (NA8E)
5:00pm Adjourn

Homework:
• Continue working on policy presentation

**Day 9**
8:30am Highlights from Day 8
8:45am Practicing an Interview (WM5E)
9:45am Participants work on policy presentations
10:30am Tea Break
10:45am Working Group Session – News Release and Media Interview Discussion (WMS2G)
12:00pm Lunch
1:30pm Working Group Session – Social Media Messages (SMS1G)
3:00pm Tea Break
3:15pm Participants finalize presentations
5:00pm Adjourn

Homework:
• Finalize policy presentations

**Day 10**
8:30am Highlights from Day 9
8:45am Discuss post-workshop assignments and due dates: Writing a Policy Brief (WP8A) and Writing an Academic Blog (SM4E)
9:30am Participants deliver policy presentations (PP4E)
10:30am Tea Break
10:45am Policy presentations continue (PP4E)
12:00pm Lunch
1:30pm Policy presentations continue (PP4E)
3:00pm Tea Break
3:15pm Workshop Evaluations
4:00pm Closing Celebration