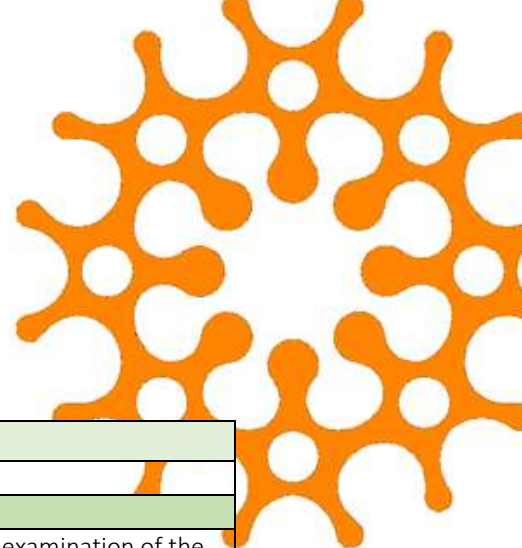


# Writing for policy makers

## 2020 online short course



<b>Session 1</b>	
10 mins	Welcome, introductions and what to expect
<b>Evidence based policy making</b>	
35 mins	Who makes policy; what can and cannot be achieved; examination of the competing influences on policy making; how research evidence influences on policy making; policy levers for influencing practical change
<b>Realities of policy making</b>	
35 mins	Methods used by policy and political advisors when obtaining and using research evidence and the challenges they face
<b>Policy making during a crisis</b>	
30 mins	The influence of crises on policy making; Communicating to policy makers during the COVID-19 pandemic

<b>Session 2</b>	
<b>Writing for policy makers</b>	
45 mins	What are the differences between academic writing and writing for policy makers; Top tips for making sure your research is understood and used by policy makers; Examples of effective and ineffective writing for policymakers
<b>Policy Briefing and key messages</b>	
45 mins	Participants will have the opportunity to start translating an academic piece into a briefing designed for policy makers

<b>Session 3</b>	
<b>Engaging with stakeholders</b>	
35 mins	communicating effectively to different stakeholder groups; communication for implementing evidence into policy and practice
<b>Stakeholder mapping</b>	
30 mins	Participants will identify stakeholders for engagement
<b>The role of advocacy groups in the policy making process</b>	
35 mins	Advocacy cycle and tactics; How advocacy groups engage with the policy making process and influence outcomes; How best to engage with advocacy groups

<b>Session 4</b>	
<b>The role of media in the policy making process</b>	
60 mins	The challenges of communicating research in the media; Different strategies for different media; The basic communication products – key messages, media releases and backgrounders
<b>The role of media in the policy making process</b>	
45 mins	Participants will have the opportunity to work on a media release and also to participate in a mock media interview