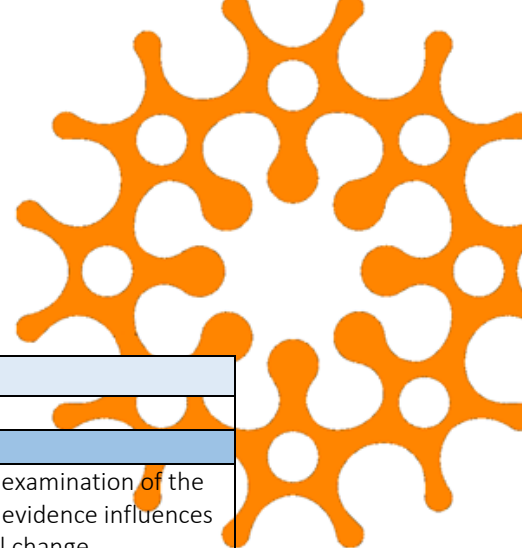


Writing for policy makers

Online short course



Session 1:	
10 mins	Welcome, introductions and what to expect
Evidence based policy making	
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
Realities of policy making	
35 mins	Methods used by policy and political advisors when obtaining and using research evidence and the challenges they face
Policy making during a crisis	
30 mins	The influence of crises on policy making; communicating to policy makers during the COVID-19 pandemic

Session 2	
Writing for policy makers	
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
Policy Briefing and key messages	
45 mins	Participants will have the opportunity to start translating an academic piece into a briefing designed for policy makers

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

Session 4	
The role of media in the policy making process	
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
The role of media in the policy making process	
45 mins	Participants will have the opportunity to work on a media release and also to participate in a mock media interview