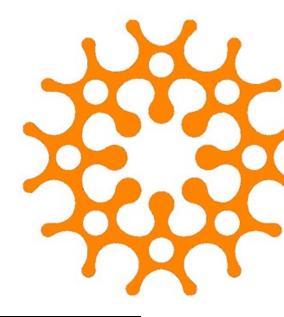
Engaging with policy makers short course



Session 1:

Welcome, introductions and what to expect

Evidence based policy making

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

Methods used by policy and political advisors when obtaining and using research evidence and the challenges they face

Session 2

Writing for policy makers

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

Participants will have the opportunity to develop their own key messages

Session 3

Engaging with stakeholders

How to communicate effectively to different stakeholder groups; communication for implementing evidence into policy and practice

Stakeholder mapping

Participants will identify their own stakeholders for engagement

The role of advocacy groups in the policy making process

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

Media Advocacy

The challenges of communicating research in the media; Different strategies for different media; The basic communication products – key messages, social media, media releases and backgrounder

Message framing

Participants transform research findings into a compelling, media-ready message tailored to a specific audience or communication channel.



