

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.