



FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative



INNOVATION LAB FOR
FOOD SECURITY POLICY RESEARCH,
CAPACITY, AND INFLUENCE (PRCI)

Policy Communication: Developing Policy Briefs

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Lanka



Cornell University



Importance of Strategic Communications of Research

Often researchers assume if they do high quality research, it will automatically reach the policymakers, eventually.

Good research alone is insufficient
To have impact, it must be communicated to the right people, at the right time, and at the right format

Core Research Values

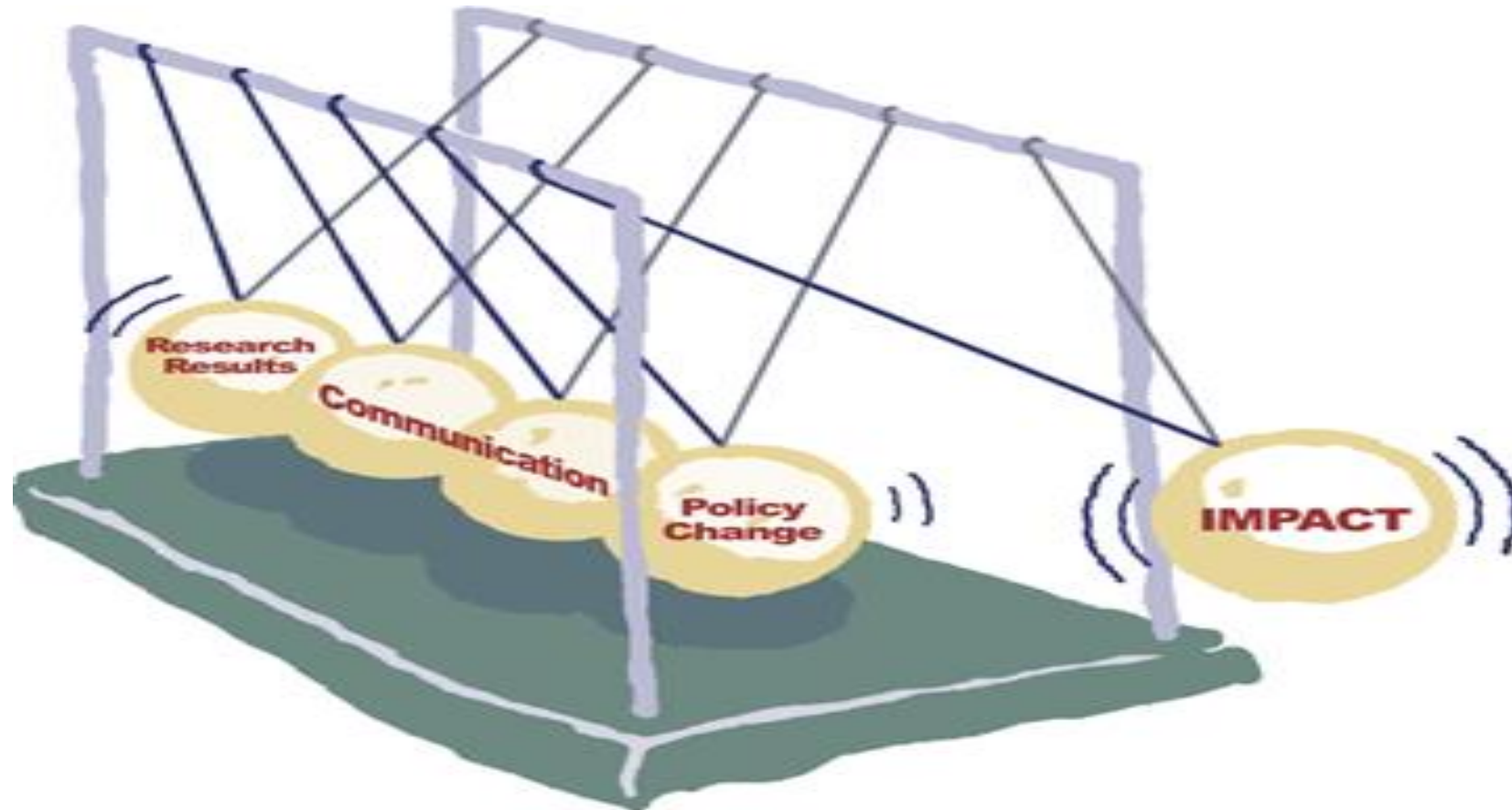
Commitment to high-quality research

- Relevant
- Accuracy
- Integrity
- State-of-the-art science, methods
- Driven by research findings, not by point of view

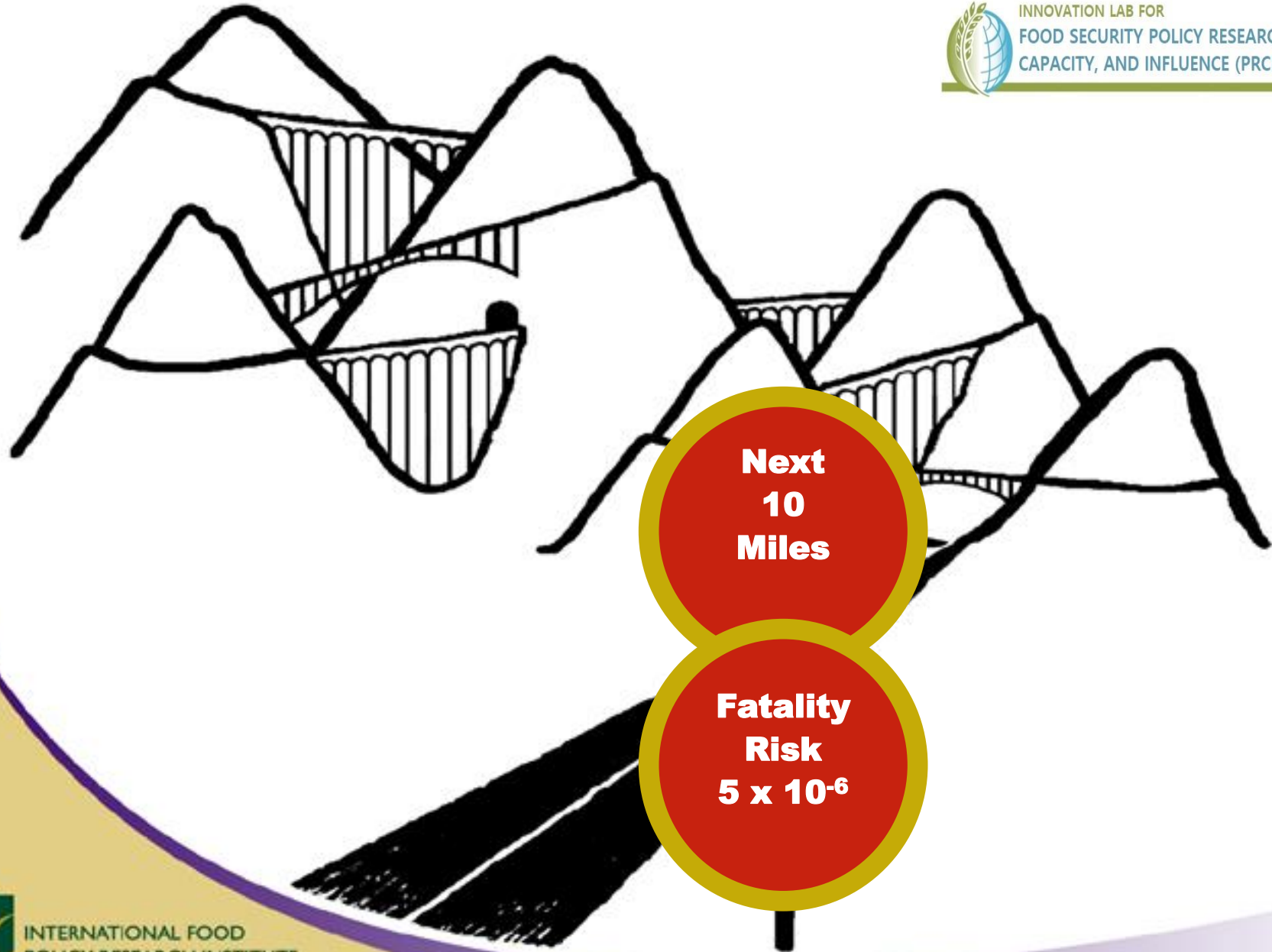
Good Communication can enhance Research Impact



The Goal of research is not to just solving problems but to make Impact



Basic Principles of Communication



**Next
10
Miles**

**Fatality
Risk
 5×10^{-6}**

The Five Questions

- Who do you want to reach?
- Why do you want to reach them?
- How do you reach them?
- When is the strategic / right time to reach them?
- What are your main messages?

Who Do You Want to Reach?

- Who are in the impact pathway
- Policymakers
- Donors
- Researchers
- Communities
- Common Public

Why Reach Them?

- Research do not become impact on its own
- Research has a responsibility to make impact
- Policymakers - to incorporate your research and recommendations into their policymaking
- Donors - to fund your work
- Researchers – to share new information, methods, data, etc.

How Do You Reach Them?

- By all means
- Consultations
- Social media
- Policy intermediaries
- Policy analysts
- Political parties

How Do You Reach Them (2)?

- Private sector
- NGOs & research institutions
- Opinion leaders
- Special interest groups
- Context specific approaches

How Do You Reach Them (3)?

- Newspapers and magazines
- Major radio & TV programs
- Workshops, seminars, & conferences
- Journals, books, &
- Discussion papers
- Short briefs, memos, blogs

How Do You Reach Them (4)?

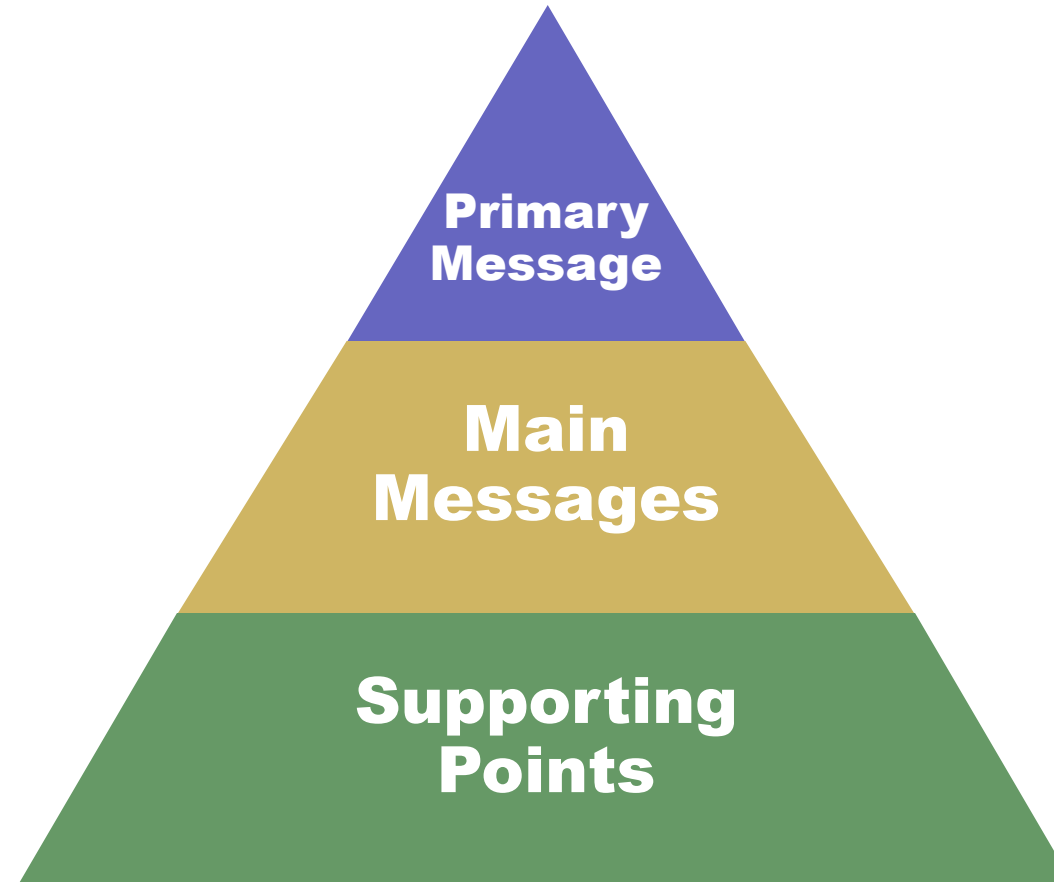


- Web sites: IFPRI
- Networks: SAARC, SADC, REDCAPA
- List serves: New At IFPRI, DG Alerts, African Open Learning Forum
- Tweets
- LinkedIn
- Instagram
- Facebook

Exercise

List organizations within country or region of research that would benefit from your research or assist you in informing others about your research results.

Main Messages



All Main Messages and Supporting Points

- Clear
- Concise
- Compelling

Messages should pass the “grandma test”
Can your Grandma understand your message?

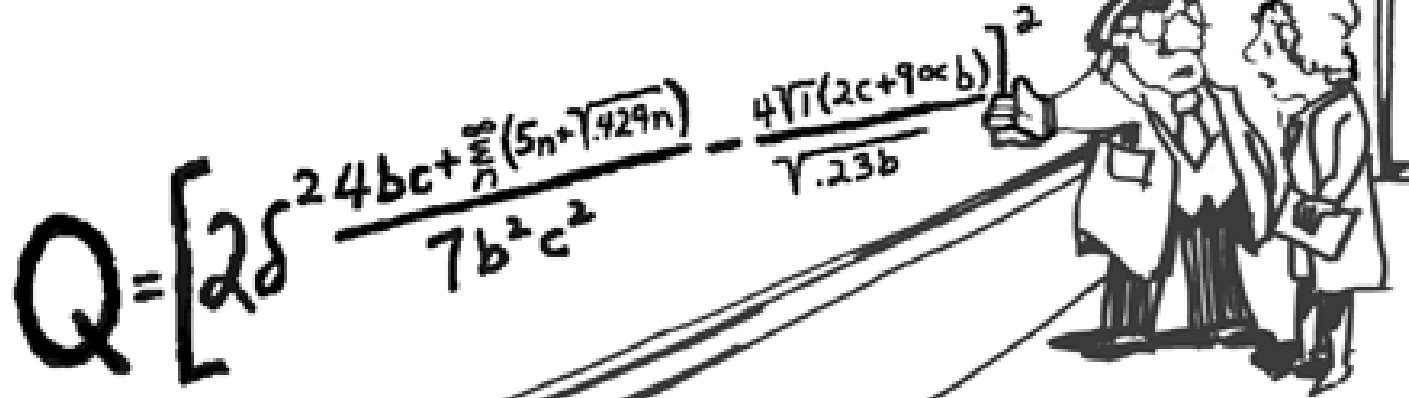
Primary Message: Report Release

Unless more aggressive measures are taken, progress against child malnutrition is likely to slow over the next two decades. IFPRI's report projects that child malnutrition will decline by only 20 percent over the next 20 years.

Exercise



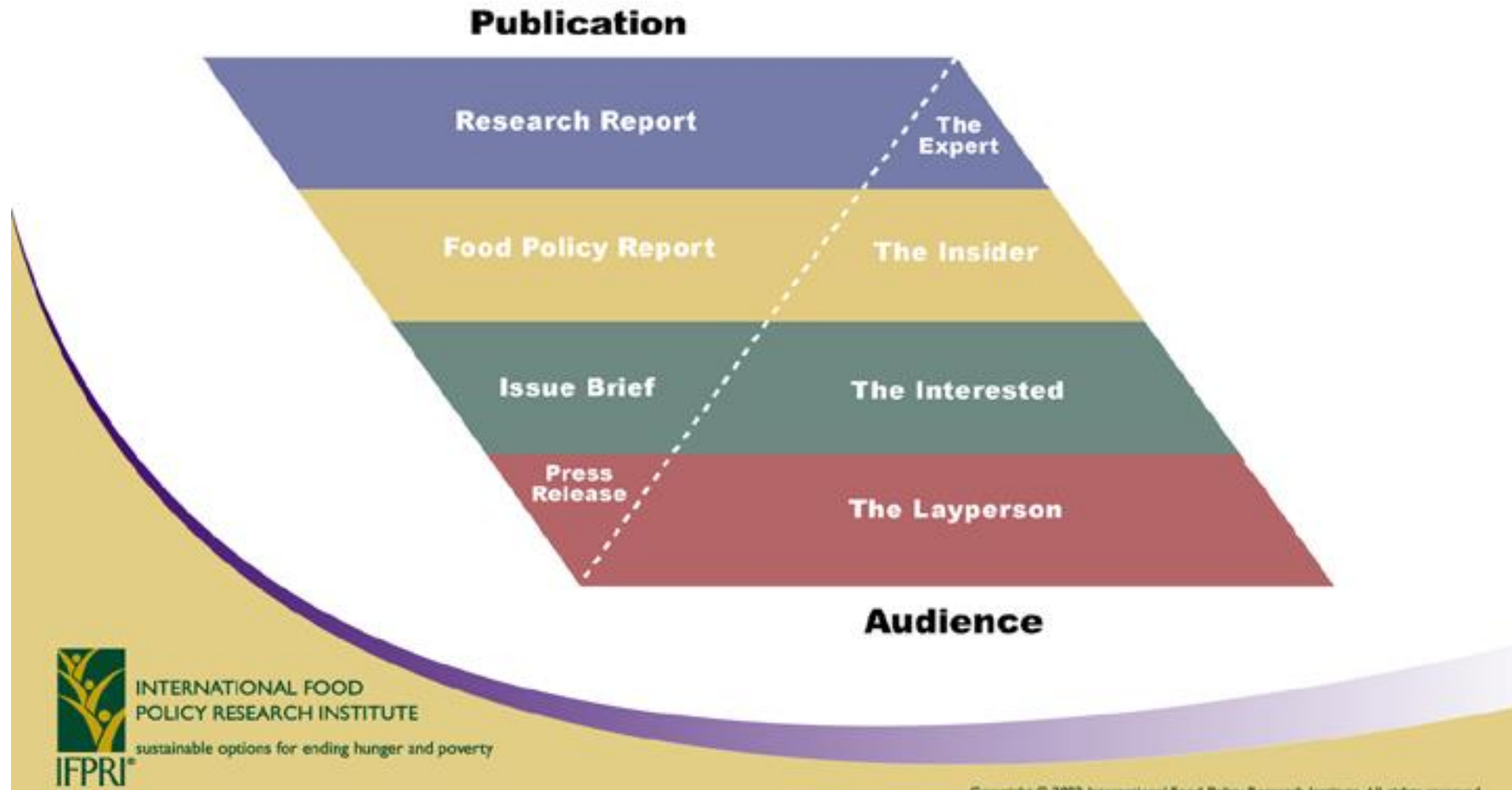
Develop a primary main message, main messages, and three or four supporting points for your current research project.



“But this is the simplified version for the general public!”

Communicating with Developing Country Governments

Match Publication to Audience



One-on-One

Meeting Policymakers

- Proactive Strategy
- Identify & understand key opinion leaders
- Identify & understand key civil servants
- Monitor legislative & policy trends
- Inform them of your issues
- Brief them on emerging issues

Preparation

- Prepare an agenda
- Circulate highlighted papers in advance
- Invite the right people
- Prepare meeting room & equipment
- Organize food & drinks
- Clarify roles of chairperson, secretary & participants

Meeting with Policymakers

- Get information
- Give information
- Establish policy information needs
- Ask what, when, where, how, and who
- Diplomatically ask ‘why’
- Be punctual

Policy Communication Write-ups

Policy Memoranda and
Policy Briefs

Policy Brief / Memoranda

- Purpose
 - Inform policymakers
 - “What do I do next?”
- Format
 - Simple language
 - Easy to read

Policy Brief / Memoranda: Content

- Identify key policy problems
- Discuss why a solution is needed
- Show consequences of inaction

Policy Brief / Memoranda: Content (2)

- Explain research objectives
- Data type and data source
- Methodology
- Results
- Policy options and their consequences
- End where you started



Policy Briefs / Memoranda

- Content
 - Research results
 - Policy implications
 - Contact information
- Format
 - 1-2 pages
 - Lay language
 - Use directly quotable statements

Exercise

Using your current research,
and the thematic area of
interest, write a policy brief

Thank you!