



FEED THE FUTURE

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



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

From Research to Policy Influence: Understanding the Policy Space

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MICHIGAN STATE
UNIVERSITY



Cornell University



Introductions

- Your name
- Location at the moment (e.g. hotel in Kenya or office in Kampala)
- An interesting fact about yourself

Watch the Video

- <https://www.canr.msu.edu/prci/policy-influence/>

Questions to Consider

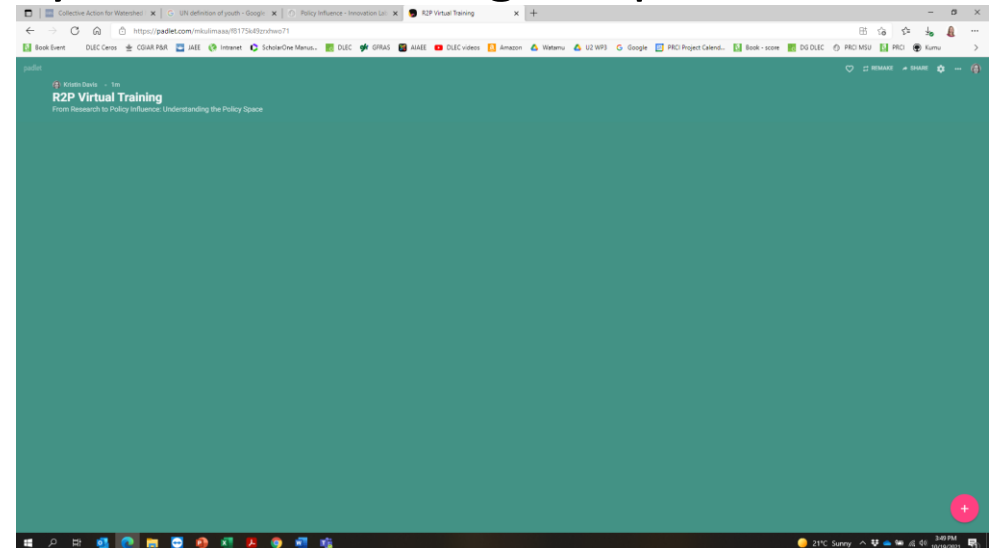
1. What is your policy influence goal?
2. Which dimension(s) or stage of the policy process are you targeting from the Kaleidoscope Model? Stage? Agenda setting? Design? Adoption? Implementation? Evaluation and reform?
3. What is the policy intervention you want to influence? Who would be key actors in this process?
4. Who is your audience?
5. What are your framing approaches?
6. How should they be mobilized?

Introductions - Centers

- What is your center's **research topic**? State it simply and briefly, not using jargon, as if to a policymaker or other layperson rather than to fellow academics
- Practice with Padlet – one colleague should from each center should write the topic online here:

<https://padlet.com/mkulimaaa/f8175k49zrxhwo71>

- Add a note on the Padlet by double clicking anywhere or clicking the pink + sign on the bottom right





What Policy World Are You In?



Which dimension(s) of the policy process are you targeting?

- Creates realistic expectations of the level and type of research influence

What is the policy action your research is suggesting?

- Delineates the range of policy actors who need to be considered for outreach work

Who has power to change policies in that domain?

- Highlights which actors should be prioritized

Are policymakers proponents, opponents, or neutral?

- Reveals the range of interests and incentives and necessary framing of research to gain traction

Dimension of the Policy Process

There are multiple, primary entry points for research into the policy process

EPRC example



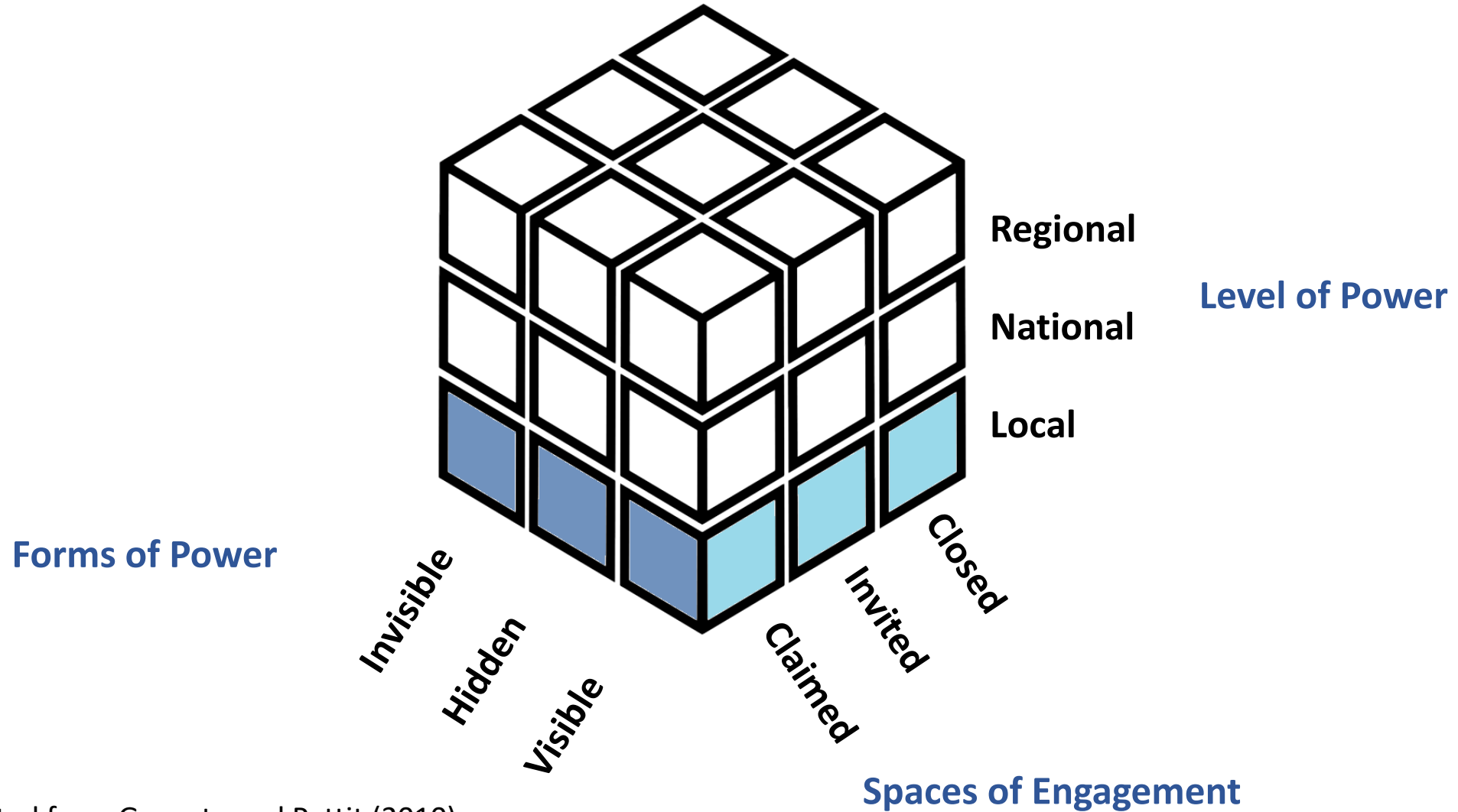
Source: Resnick, Haggblade, Babu, Hendriks, and Mather (2018)

Illustrative Contextual Conditions
Key Determinants of Policy Change

Which dimension(s) of the policy process are you targeting?

- Go back to Padlet and write in which **dimension** of the policy process you are targeting from the 5 areas on the Kaleidoscope model (agenda setting, design, adoption, implementation, M&E)
- Add a box underneath your center's research topic
- Write "Dimension: xxx"
- <https://padlet.com/mkulimaaa/f8175k49zrxhwo71>

Assessing Power Dynamics



Source: Adapted from Gaventa and Pettit (2010)

Bringing it all Together

Which dimension(s) of the policy process are you targeting?

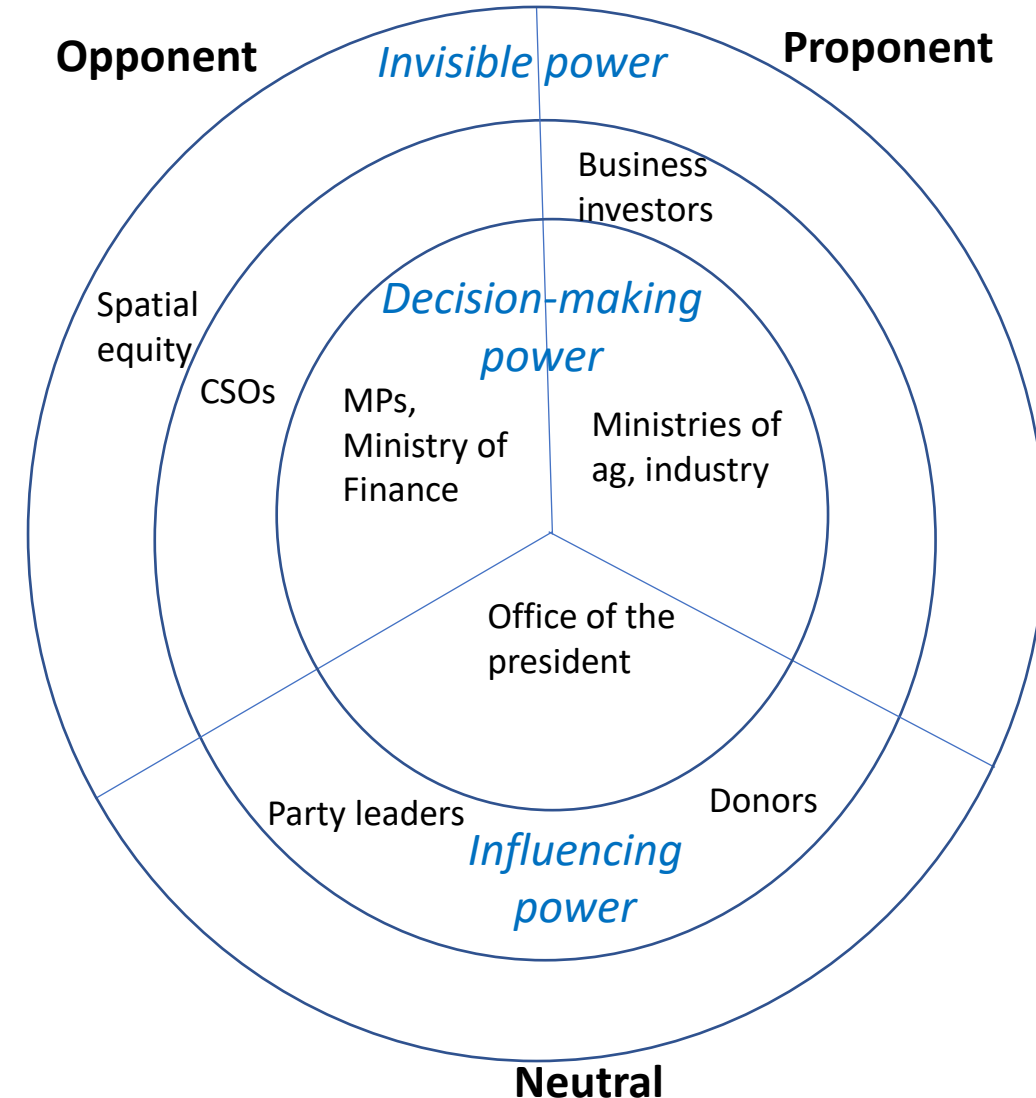
What is the policy action your research is suggesting?

Who has power to change policies in that domain?

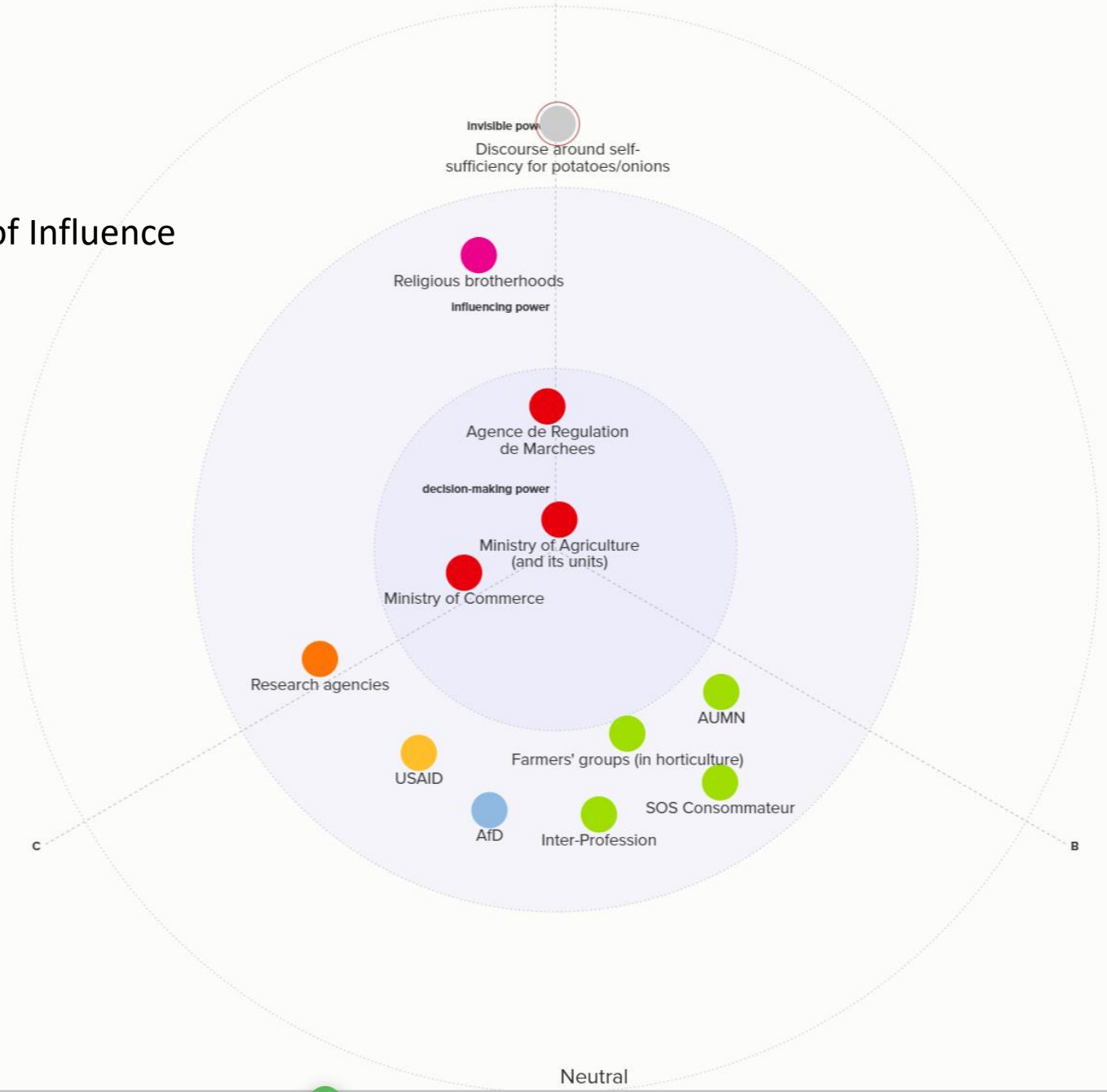
- **Decision-making power:** ministries of agriculture, trade, industry, finance; office of the presidency, members of parliament (MPs)
- **Influencing power:** party leaders, agri-business groups, donor community, civil society groups (CSOs)
- **Invisible power:** discourse around spatial equity

Are policymakers proponents, opponents, or neutral?

- Ministries of agriculture, ministries of industry, and agri-business investors are proponents
- Members of parliament oppose due to fears of losing investment where commodities are not cultivated, ministry of finance opposes the cost, CSOs fear environmental impacts
- Remainder are neutral



ISRA-BAME Circle of Influence



EPRC Circle of Influence



Policy Action

- Go back to Padlet - <https://padlet.com/mkulimaaa/f8175k49zrxhwo71>
- Write in a new box the **policy action** your research is suggesting, e.g.
 - Climate-smart fertilizer subsidies (Danielle's example)
 - ECPR
 1. Establish the Uganda Sugar Board
 2. Support public investment in sugarcane sub-sector



Discussion: Policy Actors and Power

Who has power to change policies in that domain?

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Developing an Outreach Strategy

Identifying the policy landscape and the interests of policymakers provides guidance about how to undertake and promote research

Outreach strategies need to be regularly revisited to ensure progress and course corrections

Questions for Outreach Strategy	Examples
Who should be prioritized for research outreach and why?	Behavioral policy interventions may benefit from CSO outreach while public investment policies require ministerial-level outreach
When in the research process should prioritized actors and institutions be engaged?	Consideration of the “spaces of engagement” as well as budget, legislative, and electoral calendars and other major events
Are different narratives and framing techniques required to attract policy interest?	“Food fortification is a cost-effective way to address vitamin A deficiencies” vs. “Access to healthy foods should be a human right”
What modalities may be most suited to the attracting interest, given institutional resource, technical, and logistical constraints?	Traditional policy briefs and seminars vs. co-creation of research with policymakers and partners

Conclusions

- Policy influence often a long-term effort, built on credibility and the efforts of multiple champions and researchers working toward the same goals
- Not all research studies can have substantive policy impacts, and many factors are beyond our control
- However, by being **intentional about the objectives** of our research, and staying **informed about the policy world** we're operating in, we increase the likelihood of moving our research toward greater relevance

Upcoming Policy Communications Training

- Training 1: Foundations of policy communication and overview of different outreach activities methods (January 19)
 - Foundations of policy communication and overview of different outreach activities methods (blogs, policy briefs, etc.)
 - Content stickiness and knowing your audience
 - Designing Powerful Presentations
 - An overview of design principals and their impact on effective communication
 - Finding the right message and content for communicating research through visual design
 - Using PowerPoint to visually communicate your research
 - Design techniques to maximize the impact of your presentations
 - A review of accessible tools to make your designs look professional
 - Tips or introduction to visual design applied to PowerPoint presentations, Policy Briefs, Infographics, Social media graphics, website layout, etc. Do we do this? 10'?
 - Tips for effective public speaking, both virtually and in-person
 - Questions and discussion
- Training #2: Reaching online audiences and public profiles (May 18)
 - Online presence: websites, researcher profiles, effective use of social media and Altmetric scores, research impact metrics, open access, techniques for driving visitors to an institutional website, getting a good search function on a website.
 - Other topics based on demand from training 1

Further Reading

- Field, P., R. Gauld, and M. Lawrence. 2012. "Evidence-informed health policy: the crucial role of advocacy." *The International Journal of Clinical Practice*, Vol.66(4):337-341.
- Gaventa, J. and Jethro Pettit. 2010. "Power and Participation," chapter in *Political and Civic Leadership: A Reference Handbook*. Thousand Oaks, NY: SAGE Publications, Inc.
 - See also the IDS Power Cube Resources at: <https://www.powercube.net/analyse-power/what-is-the-powercube/>
- Mockshell, J. and R. Birner. 2020. "Who has the better story? On the narrative foundations of agricultural development dichotomies," *World Development*. Vol. 135: <https://doi.org/10.1016/j.worlddev.2020.105043>
- Resnick, D., S. Haggblade, S. Babu, S. Hendriks, and D. Mather. 2018. "The Kaleidoscope Model of Policy Change: Applications to food security policy change in Zambia," *World Development*. Vol. 109: 101-120. <https://doi.org/10.1016/j.worlddev.2018.04.004>
- Whitfield, S. 2012. "Evidence-based agricultural policy in Africa: Critical reflection on an emergent discourse." *Outlook on Agriculture*, Vol.41(4): 249-256.