

Communicating research effectively with policy makers

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Riaghaltas na h-Alba
gov.scot

Aim: communicate your research with more impact

Objectives:

1. Understand the world of policy making
2. Appreciate the importance of knowing your message and your audience
3. Understand the five steps to crafting your communication
4. Put ideas into practice
5. Develop personal action plan

19

7

54

12

74

68

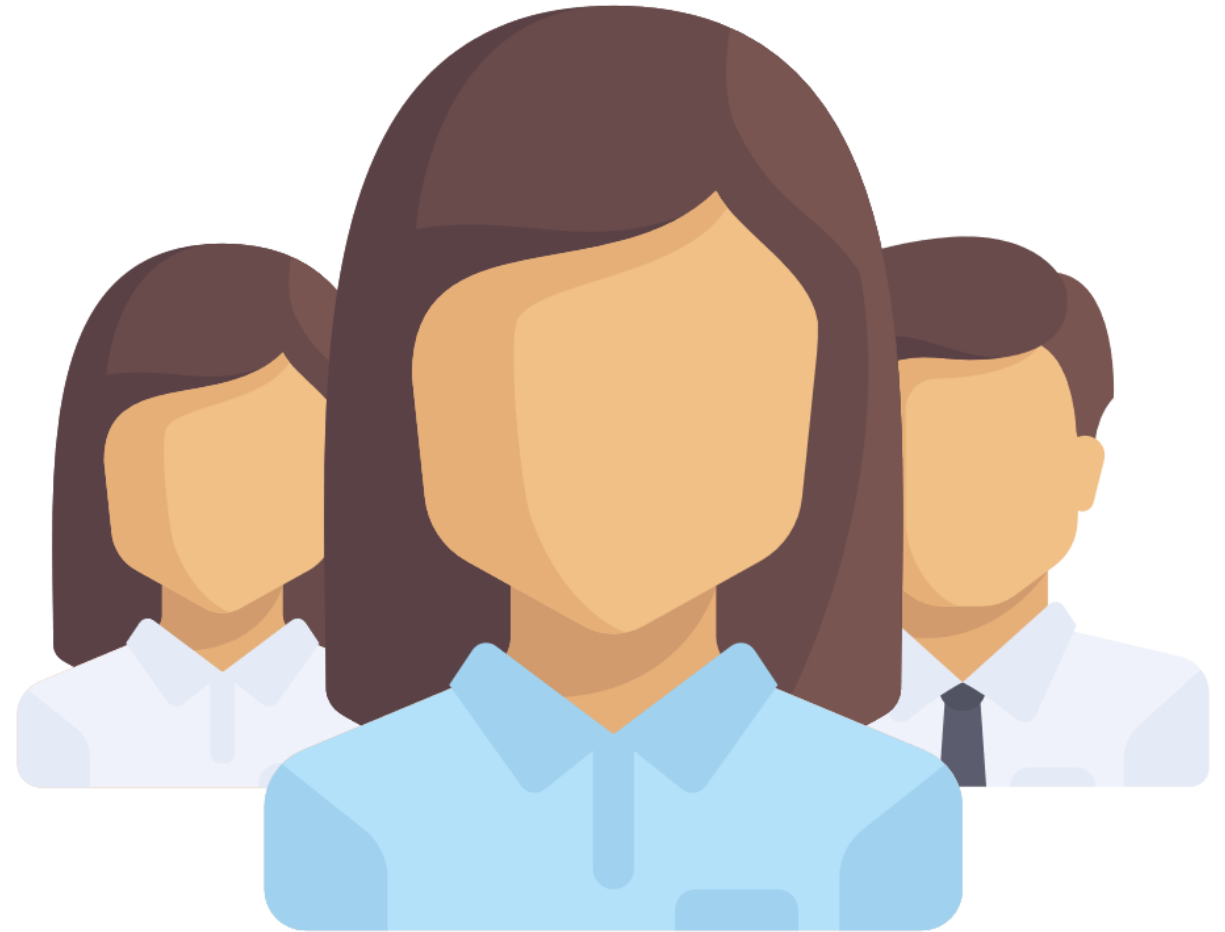
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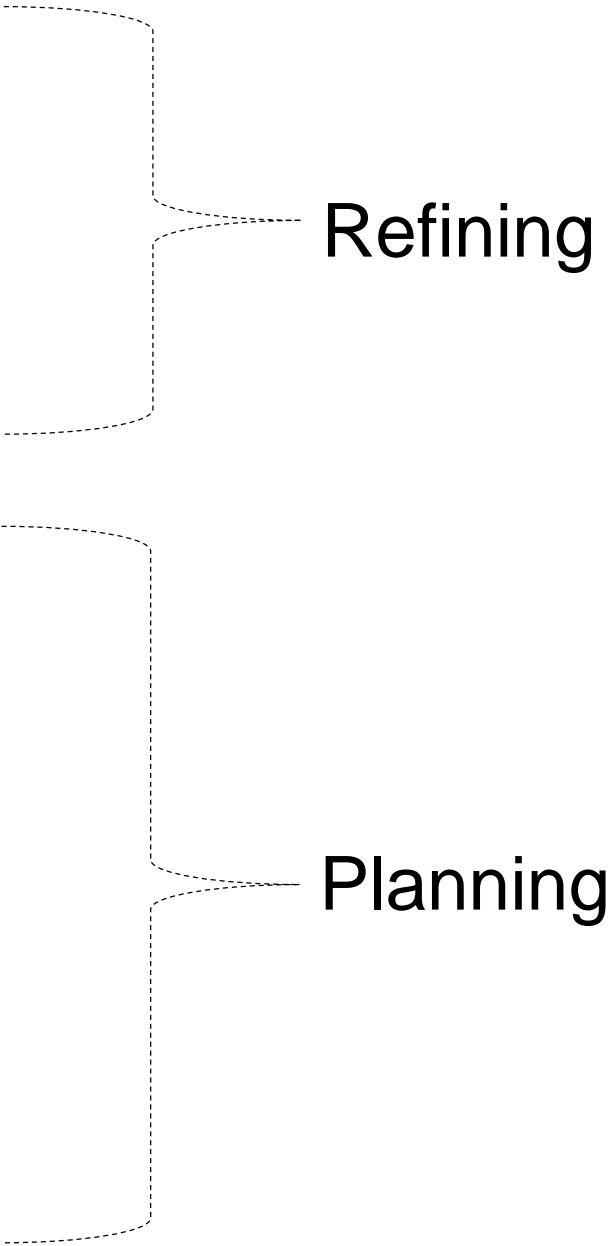
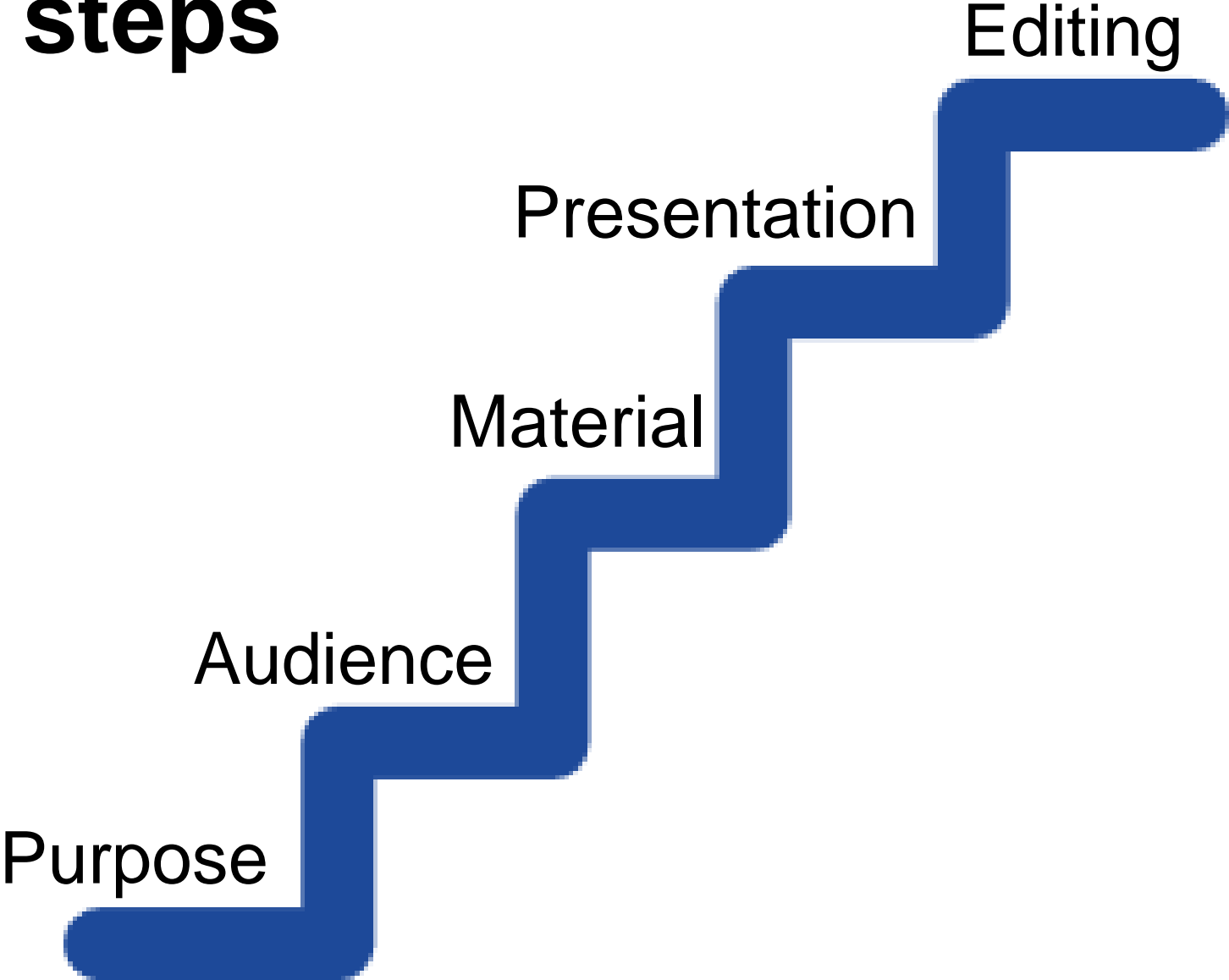
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45

The world of policy making



5 steps



Steps 1 & 2 – Purpose and Audience



Step 3 – Material

Must

Elevator Pitch (1 min)

Should

Executive Summary (5 mins)

Could

Presentation (15 mins)

Evidence pack (60 mins)

Accurate Brief Clear

Steps 4 & 5 – Presentation and Editing

Avoid or explain
abbreviations and jargon



Cut unnecessary
words

Error free

White space

Active sentences



Short, simple sentences
and paragraphs

www.plainenglish.co.uk
A-Z of alternative words

Appropriate and
accessible graphics

Your turn!

In pairs, have a critical discussion about one poster, using what you've learned today.

Questions:

- Is the poster engaging? Do you want to find out more? Why?
- What do you think is the key message for policy?
- What could be done differently to communicate the research more effectively for a policy audience?

Action planning

Key Take Outs	Actions
	<p data-bbox="1251 468 1574 529">Keep doing</p> <p data-bbox="1251 772 1561 833">Start doing</p> <p data-bbox="1251 1076 1556 1138">Stop doing</p>