Policy Briefs and other advocacy skills

TRAINING ON SKILLS DEVELOPMENT FOR POLICY SUPPORT

Harare, Zimbabwe: 20th – 24th April, 2015
Introduction

• We live in an information age – we have to compete for attention against the “white noise”

• Who are our stakeholders? How do they access information?

• Increasingly recognize the importance of some key advocacy strategies to reach important stakeholders through tools such as
  – Social Media Platforms – linkedin; Facebook, Twitter,
  – Policy Briefs – short persuasive arguments to promote a set of actions to be undertaken by decision makers

• Needed by policy support workers such as ourselves.
The focus of this workshop

Overall Purpose:
• To train participants in advocacy and in particular the skill of writing policy briefs on key education issues related to their areas of work.

Specific objectives:
• 1. To develop participants understanding of how to take a key education issue and develop a coherent analysis and argument that advocates a set of actions or recommendations – the basis of a policy brief.
• 2. To improve participants persuasive writing skills, including grammatical standards, developing a coherent story line, and their ability to synthesize research to support the advocated position.
• 3. To use social media as an advocacy and information sharing tool.
Expected Outcomes

• 1. Improved appreciation of the importance of using good writing skills for quality documents.
• 2. A measurable ability to effectively produce synthesized material.
• 3. A draft policy brief is developed based on each participant’s area of work.
• 4. Participants know how to create social media tools to reach their target group
Methodology for Skills Development

- Introduction to some social media tools – some of which we will use during the course of the workshop to comment on the session/the topics presented/the lunch, etc so as to familiarize ourselves on their utility as tools
- Refresh your language writing skills with a particular focus on persuasive writing and producing summaries of bodies of research
Producing the Briefs

• Identify a topic that you have some knowledge of and it is a critical development challenge in your field
• Access recent research on this: eg.
  – Countering Extreme Violence, Partnerships in Education; Data Revolution, Learner Assessments,
• Use this research as the basis for the development of your policy brief
• Work in groups – peer reviews but produce an individual brief as your own work.
• Homework! Want a draft brief by end of the week.
• Best briefs we will publish and distribute electronically.
Good Luck!