

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.

