



# Communicating Research Findings to Policymakers

**Increasing the Chances of Success**

Satellite Session:  
Strengthening  
Research on  
Policy  
Implementation  
and Why it  
Matters to Health  
Outcomes

Suneeta Sharma, PhD; MHA  
October 2012



**USAID**  
FROM THE AMERICAN PEOPLE

# Effective Communication

## Maximizing the Impact of Research on Policies

- Conduct problem-oriented and policy relevant research
- Engage policymakers in priority setting and research
- Know Your Audience: who has the power to take action
- Focus the Message: concise and actionable
- Choose the Appropriate Level of Communication: delivering the message and triggering the action



# Communicating with Policymakers

## Policy Research

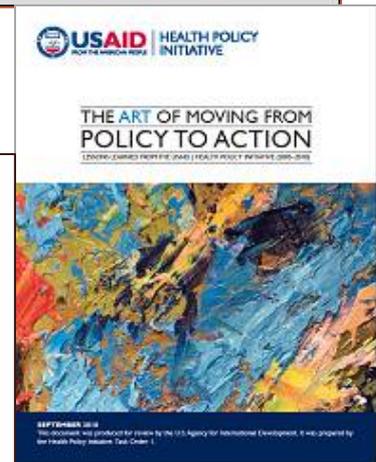
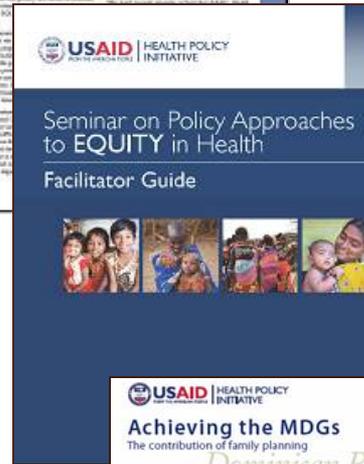
- Provides solid and timely empirical data
- Identifies trends
- Anticipates potential challenges
- Improves measurement capabilities
- Evaluates policy effectiveness

## Policy Communication

- Simplify, translate, and communicate effectively
- Keep it short and to the point
- Use colors and visuals in materials
- Create trust and credibility
  - Be honest about underlying assumptions
  - Use sensitivity analyses to show a range of potential strategies and outcomes
  - Make sure that data source is credible
- Transfer knowledge: two-way communication

# Appropriate Communication Methods

- Concise evidence-based briefs that respond to policymakers' data needs
- Engaging visuals that are easy to understand and allow data to have impact
- Videos and personal stories and testimonials that inspire action



# Moving Policy to Action



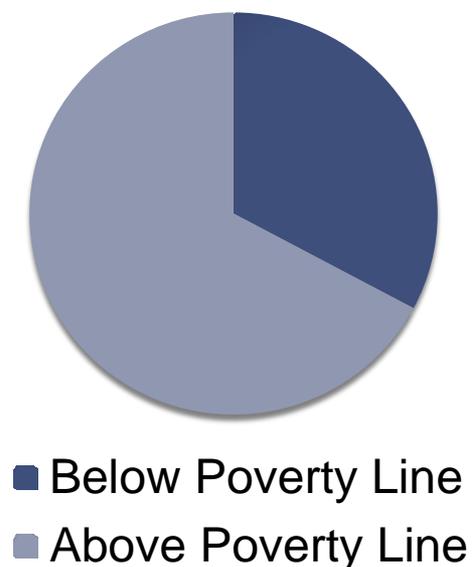
# Problem Identification

- Require policy attention
- Understand issues and goals
  - Gravity: size, trend, consequences
  - Distribution: geographic, rural/urban, Socio-Economic Status
- Importance and urgency of taking action
  - Benefits of taking action
  - Consequence of inaction

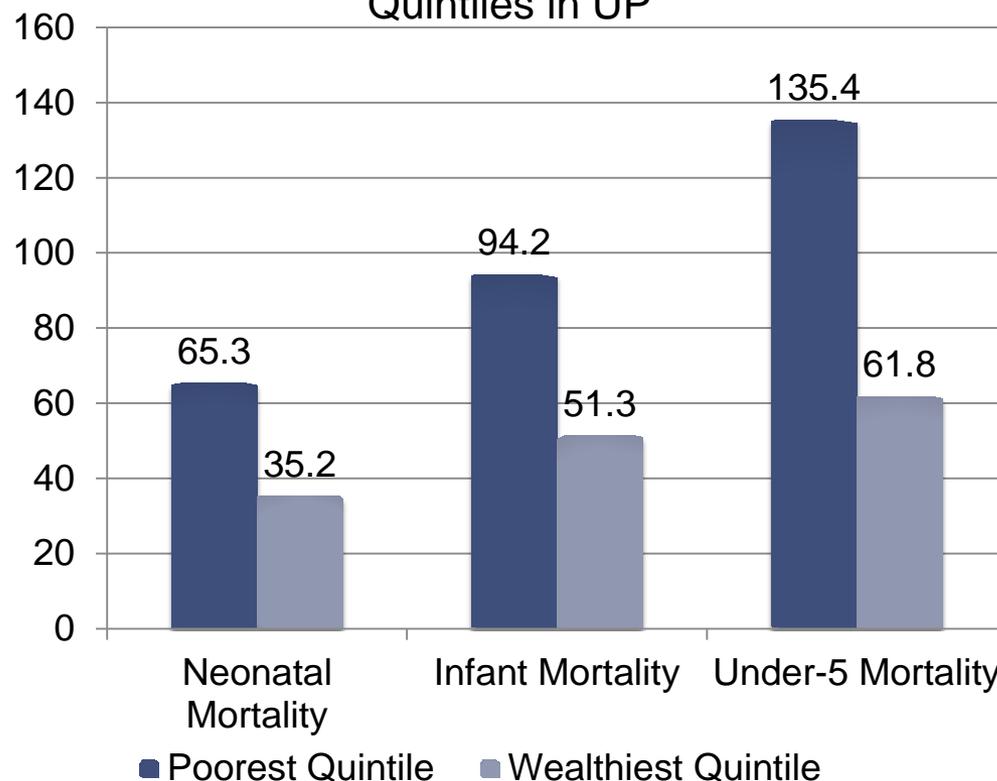


# Problem Identification

54 Million Live in Poverty in UP

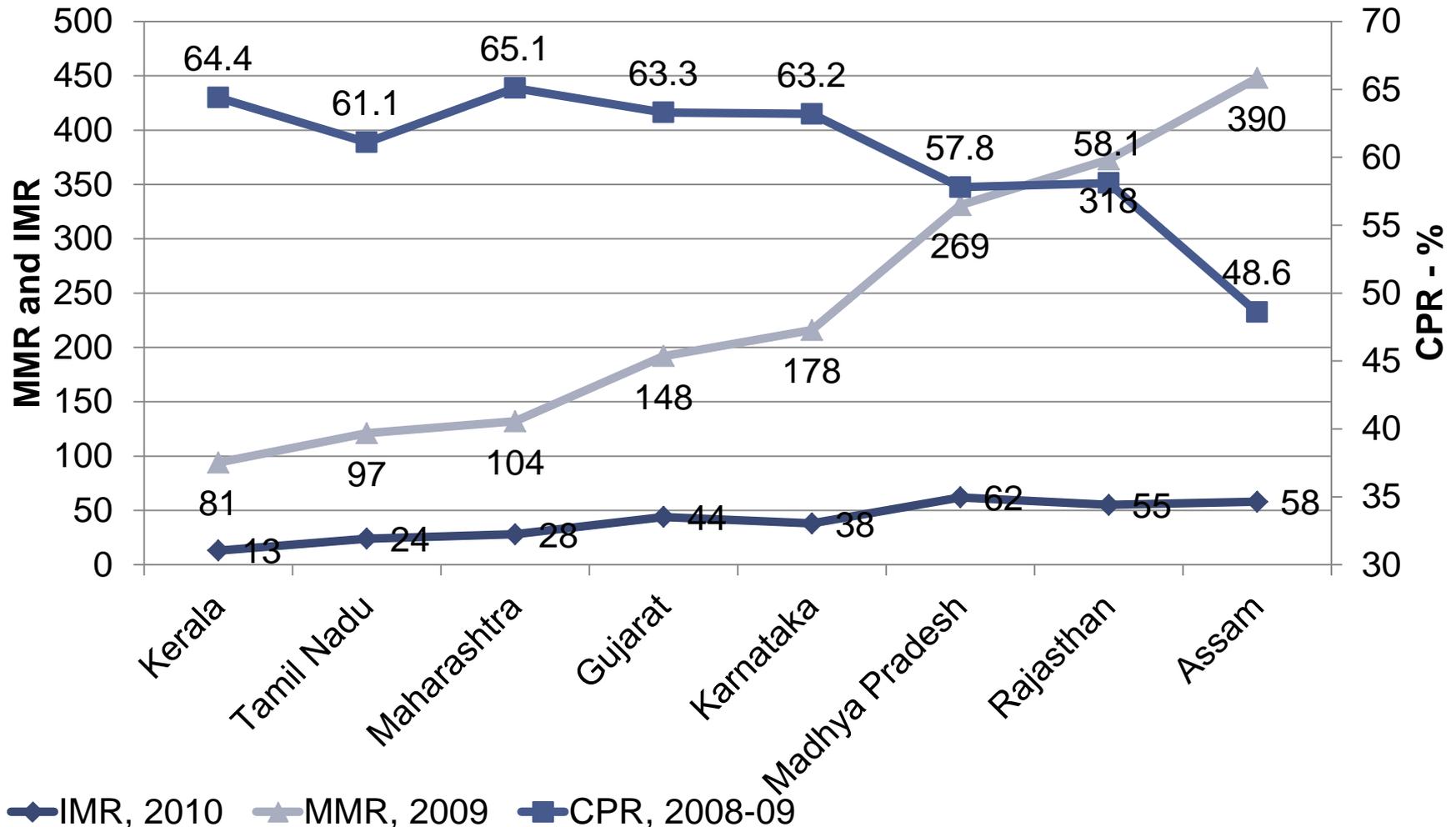


Neonatal, Infant, and Under-5 Mortality among the Poorest and Wealthiest Quintiles in UP



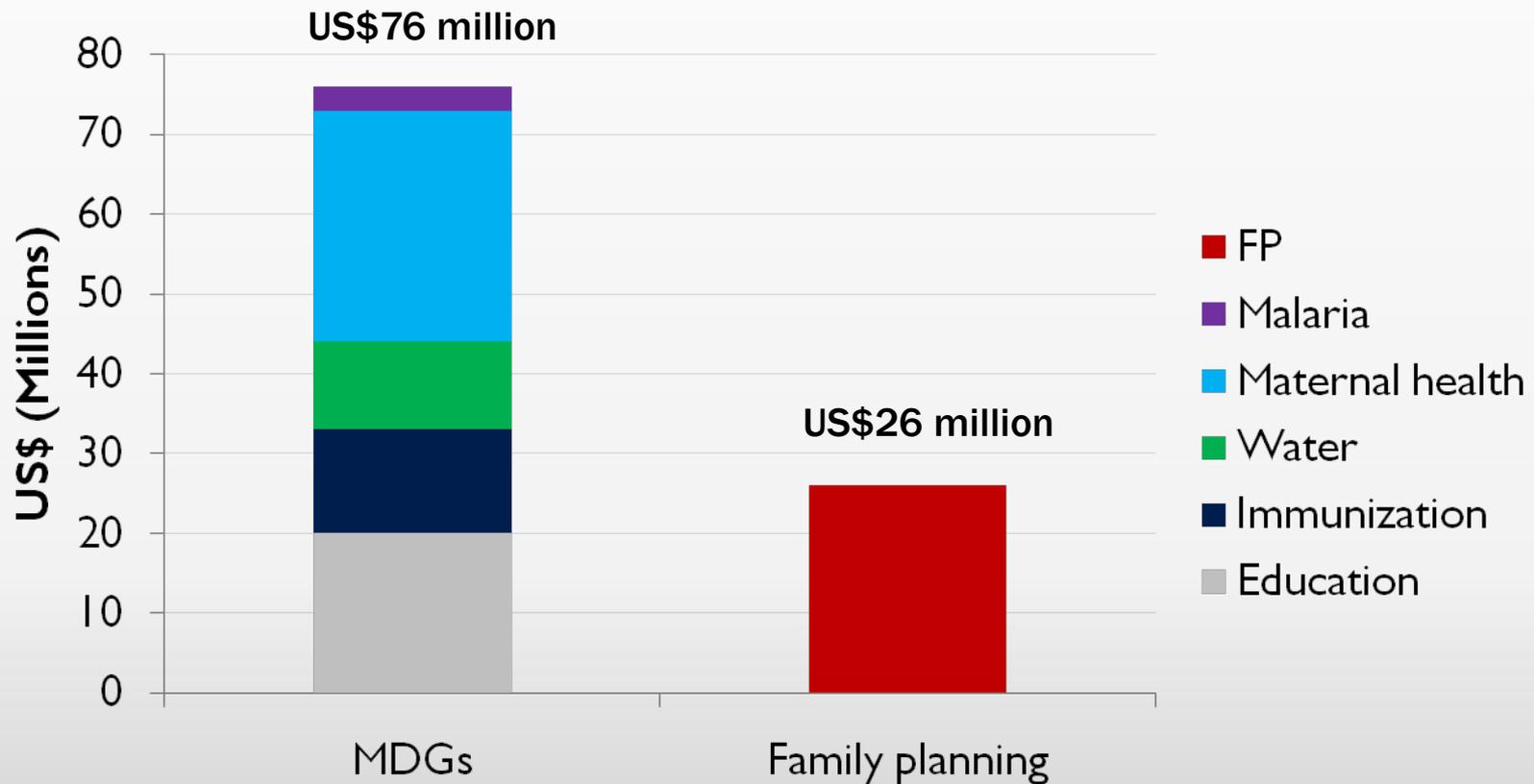
# Family Planning Saves Lives

As Contraceptive Use Rises Maternal and Infant Deaths Decline

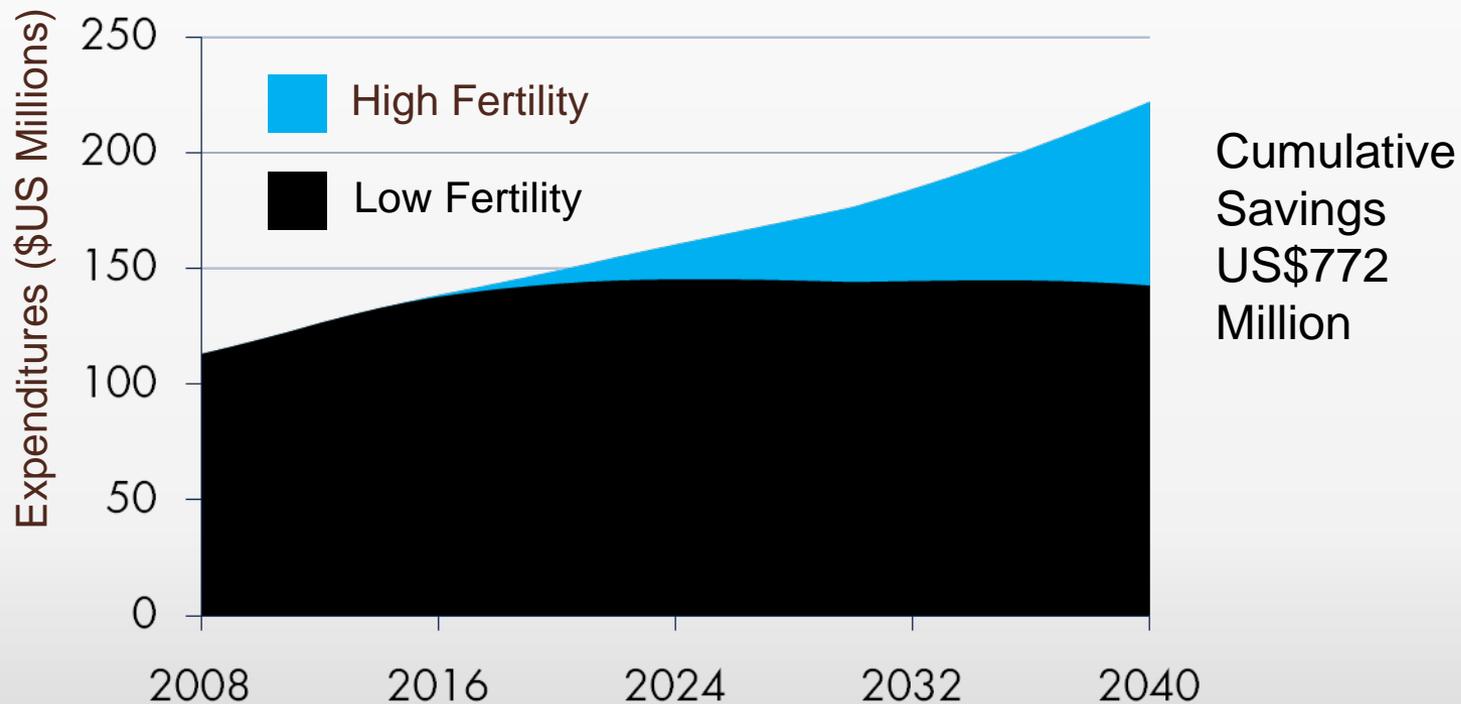


Sources: CPR from DLHS - 3, IMR and MMR from SRS

# Achieving the MDGs will be easier if investments are made in FP in Madagascar



# Primary education: Savings with slower population growth in Kenya



# Policy Formulation

- Identify several feasible policy and program options that could address the problem
- Describe positive and negative effects of the options
- Describe the key elements, cost-effectiveness, and experiences with different options
- Identify implementation considerations
- Describe the effects of appropriately targeted implementation studies



# Goal Setting: Uttarakhand's Health and Population Policy

Characteristics	Fast	Medium (Proposed)	Slow
Year 2005-06			
–CPR*	55.5	55.5	55.5
–Prop of 3+ births	39.0	39.0	39.0
–TFR	2.55	2.55	2.55
Year 2012			
–CPR*	67.7	57.9	57.7
–Prop of 3+ births	33.3	36.3	37.5
–TFR	2.10	2.35	2.42
Year 2017			
–CPR*	70.6	67.7	60.5
–Prop of 3+ births	25.3	32.8	34.6
–TFR	1.97	2.10	2.26
Year 2020			
–CPR*	73.0	72.6	67.7
–Prop of 3+ births	22.8	23.5	32.6
–TFR	1.90	1.94	2.10

# Policy Implementation

- Assess the extent and nature of policy implementation
- Identify facilitators for and barriers to policy implementation
- Increase access and delivery of new and improved tools, strategies and interventions
- Inspire dialogue and renewed commitment on the way forward

Service Delivery

Health Workforce

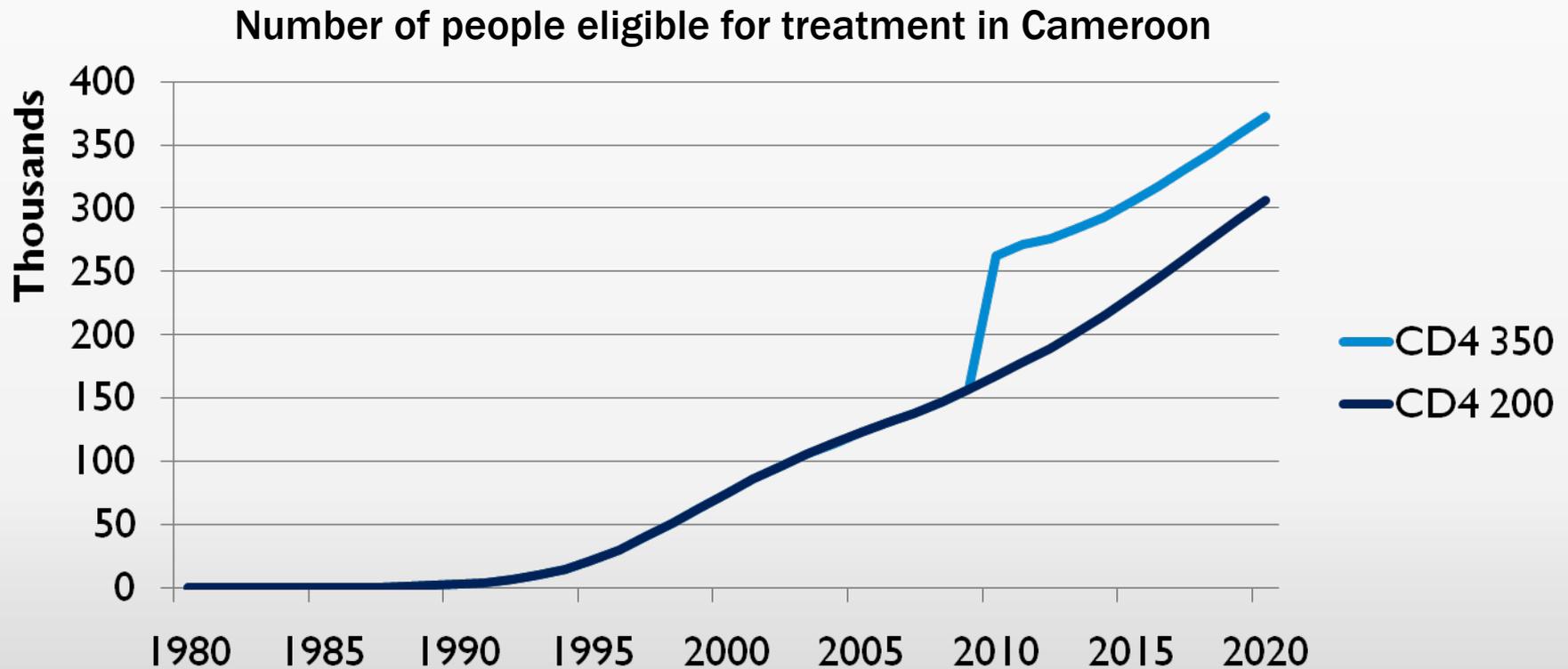
Information

Medical Products, Vaccines,  
Technologies

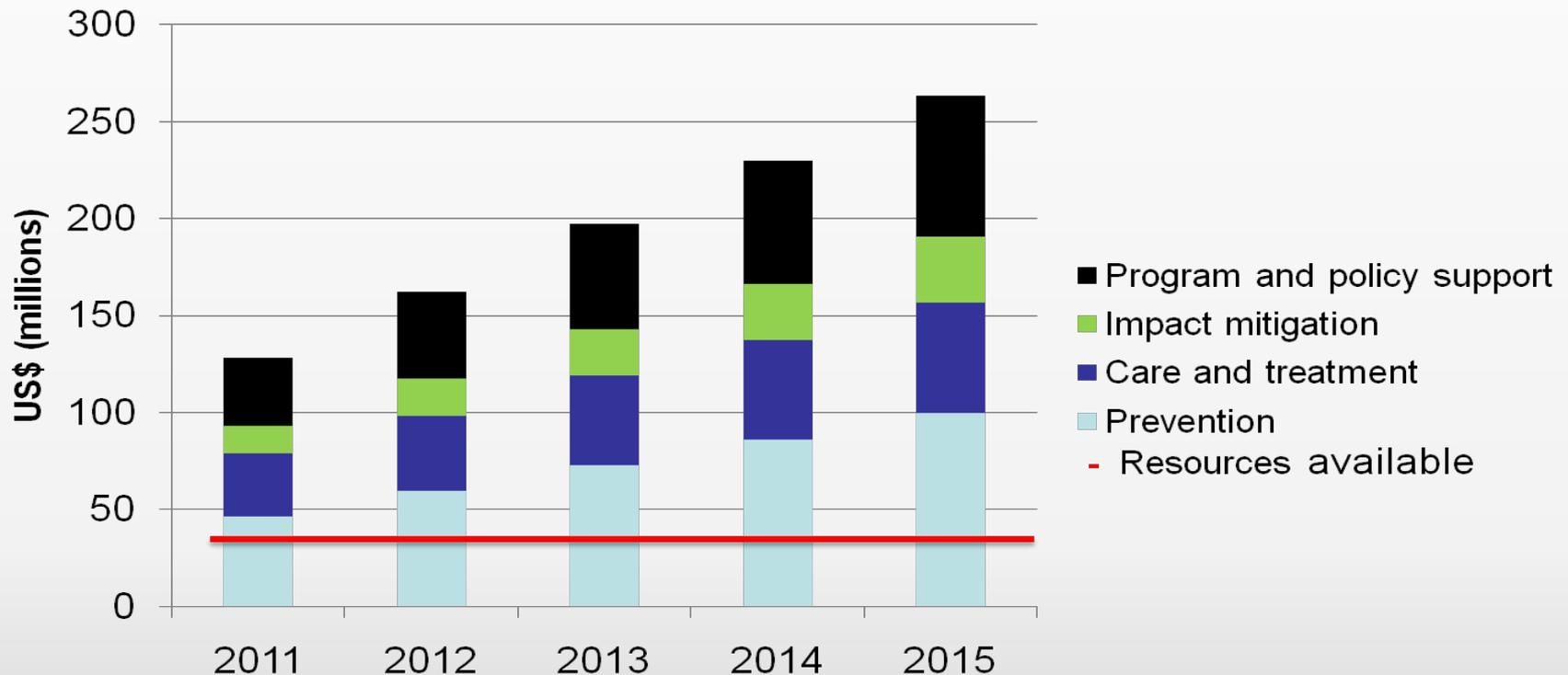
Financing

Leadership & Governance

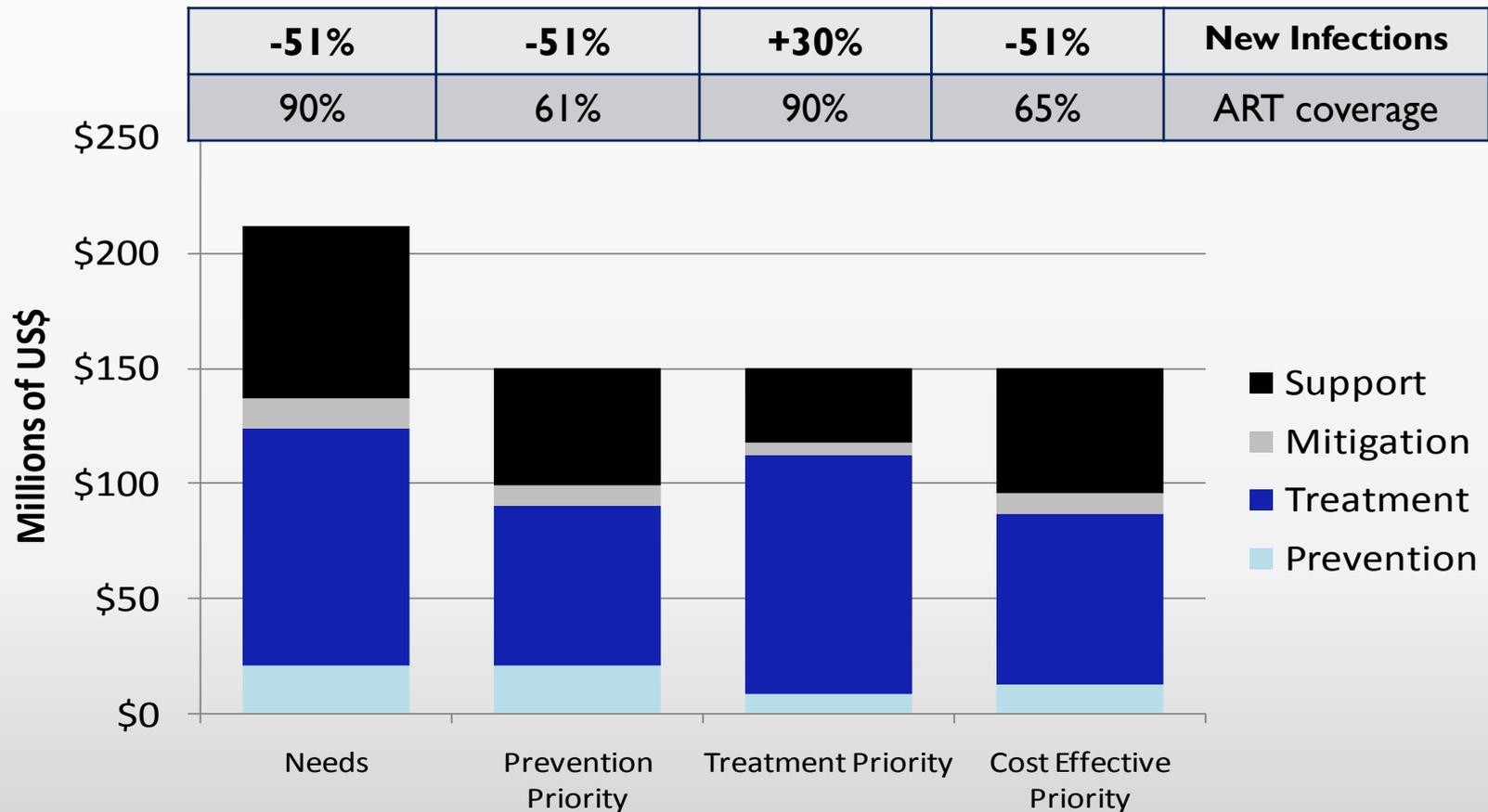
# Cost implications of WHO ART guideline changes



# Ghana faces a resource gap for HIV and AIDS



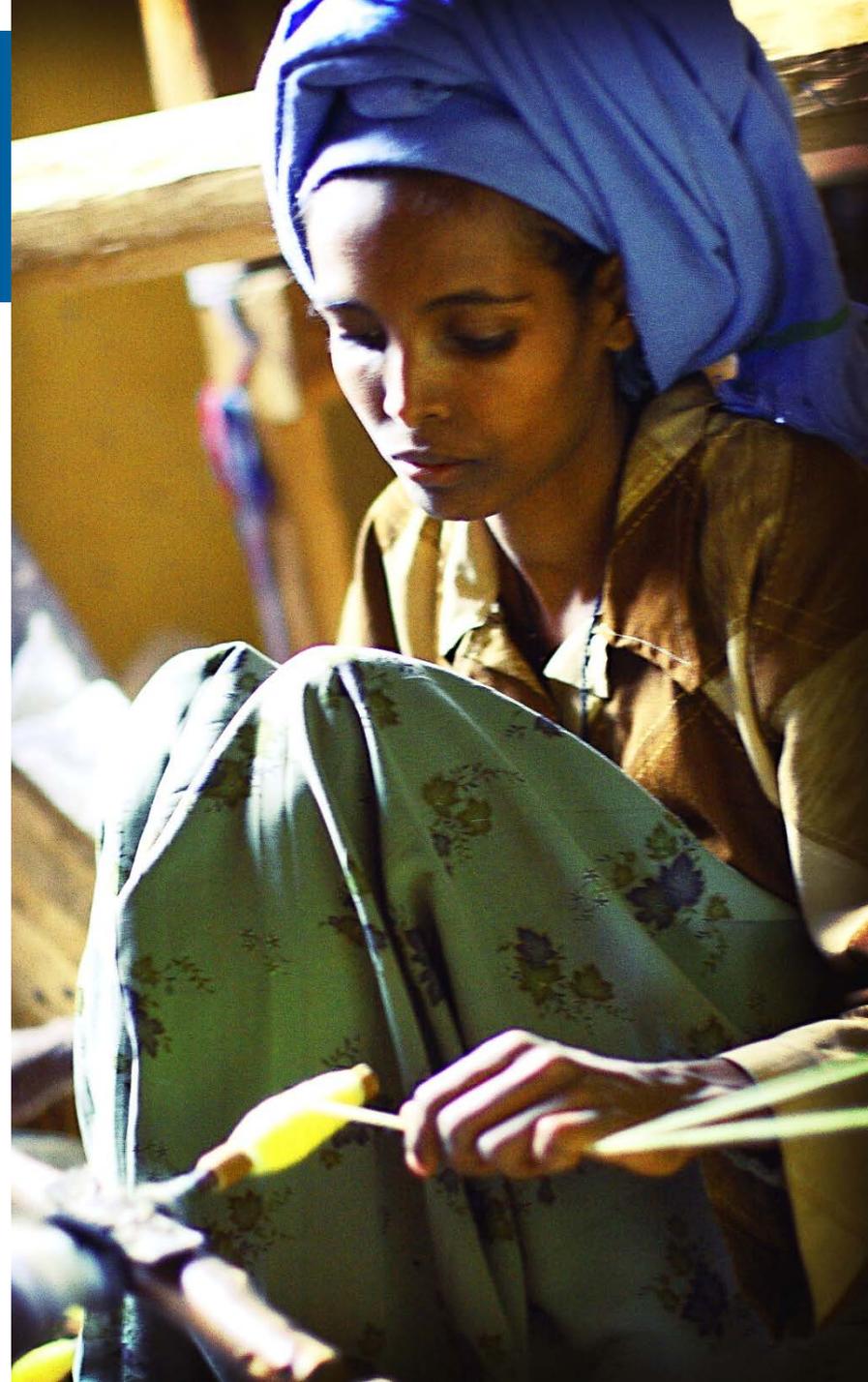
# Prioritization for Partnership Framework and NSP in Lesotho



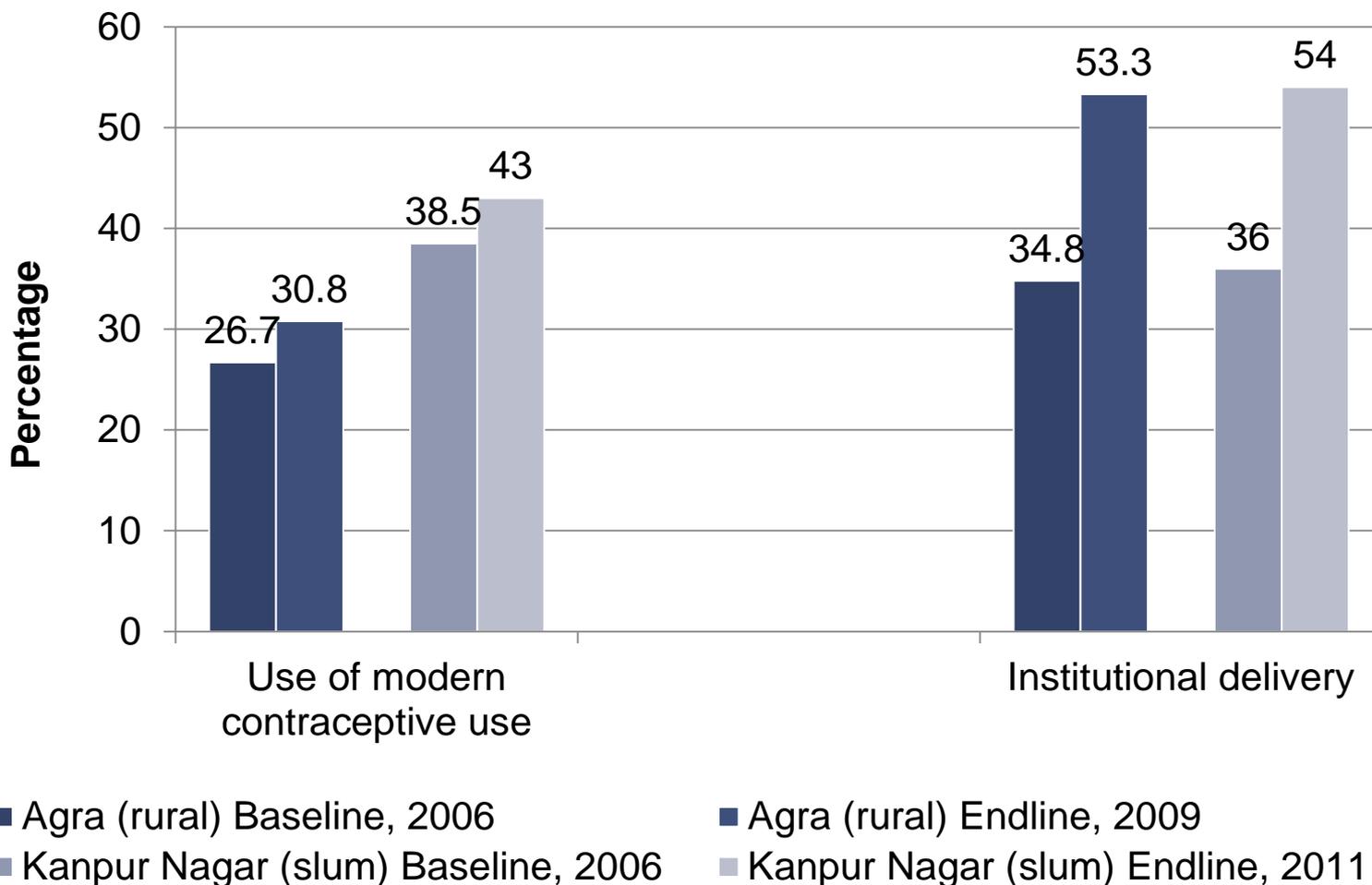
# Policy Monitoring

- Outline systems to track service delivery and health outcomes
- Regularly evaluate performance to assess how implementation is going
- Inform mid-course corrections
- Ensure that stakeholders are accountable for achieving policy goals
- Measure impact and inform scale up

Photo by Dietmar Temps



# Service Uptake among Currently Married Women under Voucher System



*The right information in the right format in the right hands at the right time and place*





**HEALTH  
POLICY  
PROJECT**

# Thank You

[www.healthpolicyproject.com](http://www.healthpolicyproject.com)

The Health Policy Project is a five-year cooperative agreement funded by the U.S. Agency for International Development (USAID) under Cooperative Agreement No. AID-OAA-A-10-00067, beginning September 30, 2010. It is implemented by Futures Group, the Centre for Development and Population Activities (CEDPA), Futures Institute, Partners in Population and Development Africa Regional Office (PPD ARO), Population Reference Bureau (PRB), Research Triangle Institute (RTI) International, and the White Ribbon Alliance for Safe Motherhood (WRA).



**USAID**  
FROM THE AMERICAN PEOPLE