

# How to design a policy influence plan?

## Toolkit N°8

## How to communicate. Define the strategy and key messages

*This toolkit is part of a series addressing the various components of a public policy influence plan.*



In **Toolkit N° 7: How to carry out the proposal. Define strategies and actions** different strategies were presented which an organization may adopt for its influence plan in accordance with its outlined objective. A majority has a communication component which must be planned: from the identification of priority audiences to the detection

of key messages they may wish to share, or of the media/channel which will be used to broadcast the proposal. In this toolkit, we will cover these and other relevant aspects when designing a communication plan.

Communicating does not consist only in bringing the organization's proposal closer to decision-makers, once it has been defined; it also implies reflection on the ways in which it can influence those who decide, as well as those who influence them. It is about "shifting" from a unilateral vision of communication (associated mainly with the dissemination of a proposal expressed in the organization's own way) towards a bilateral, multi-directional and interactive communication which involves decision-makers and other key actors in the dialogue and exchange process, thus increasing the probabilities of influence.

Often, the efficacy of the proposal is sustained by its communication value: it is not about a mere transmission of an idea, or of a policy recommendation, but about ensuring that the political and social actors understand what the public policy is about, make the proposal become a benchmark for decision-making, and that it be adopted and applied











