Lessons learnt in designing communication strategies for research programmes, 26th July 2006

Annex 4: Presentations

Colombia 1
Peru 1
Brazil 2
USA 1

Location of non-UK based
Research Programmes' Partners

DFID Palace Street. 26th July 2006.
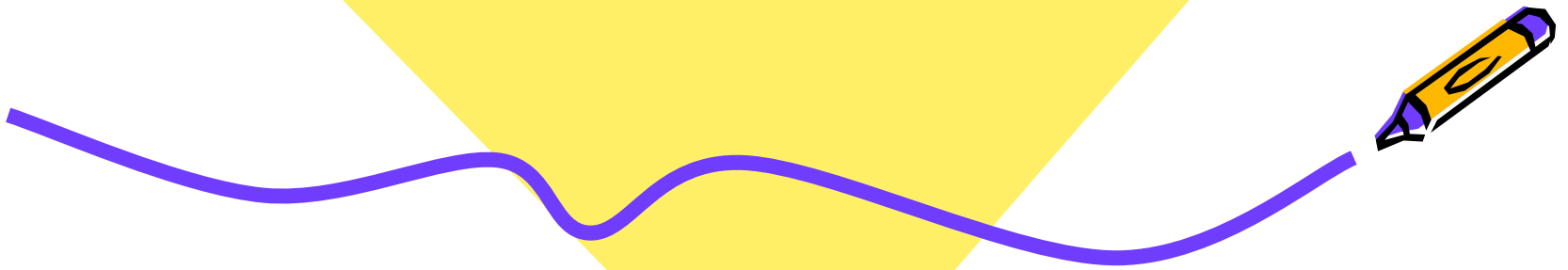
Objectives

- ❖ To share experiences and learning
- ❖ To network with other research programmes – look for opportunities to share resources
- ❖ Provide direct feedback to DFID on the process and expectations
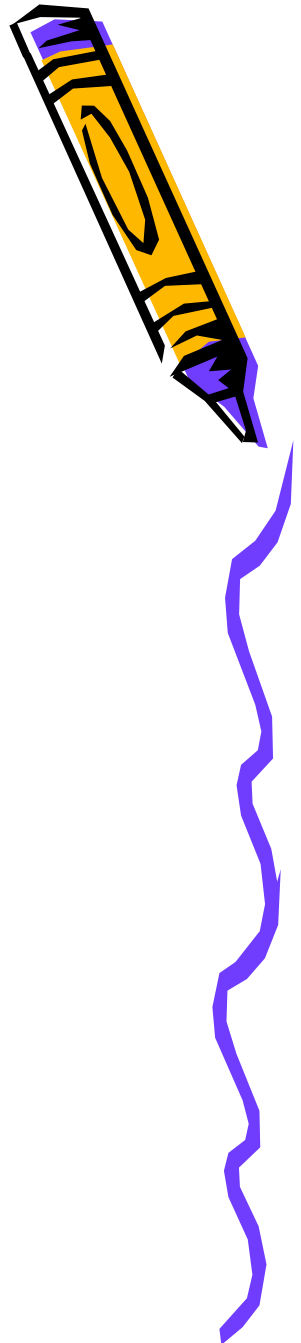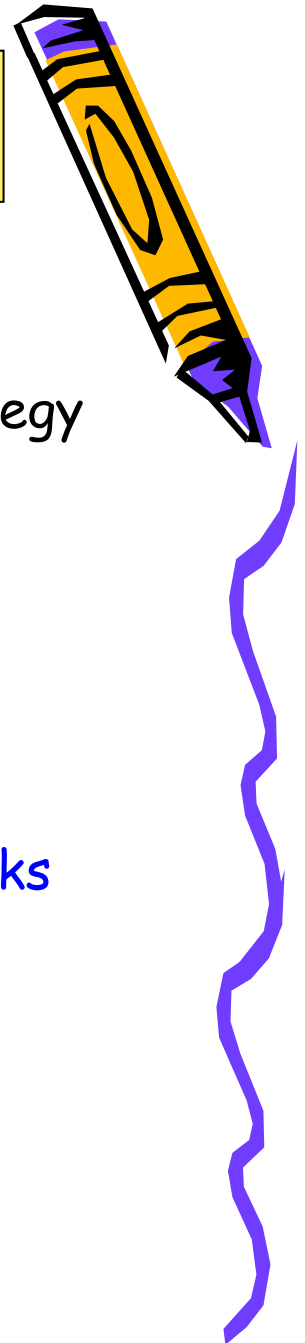- ❖ To identify areas of further support

COMMUNICATING RESEARCH

CHOICE OF PRESENTATIONS

- Good communications objectives
- Experience in communications
- DRC Second Phase and Agricultural Research into Use
- Represent cross-section of sectors
- Working in cross-section of circumstances

STRATEGY STRENGTHS

PLANNING AND DESIGN

- All Inception Reports have a draft Communication strategy

- The strategy is designed collaboratively

- Structures in place to manage complex, decentralised activities and clear lines of responsibility and quality assurance

- Detailed understanding of policy processes and use of theoretical models to make research-policy/practice links

- 10% budgetary guide has been exceeded

ENGAGEMENT

- Attempt to identify AND UNDERSTAND targets for influence for effective communications

- **Collaborative working e.g. stakeholder workshops, audience segmentation**
- Across-RPC working (e.g. Education Ghana)
- Recognition of vital role of the media (but limited strategic thinking about how to engage)
- Identification of external 'hooks' around which to communicate research

DISSEMINATION
- Identified 'information intermediaries' to reach ultimate targets e.g. ID21, Scidev.net etc.
- Websites planned to disseminate information outputs e.g. literature scoping study, conference papers etc.

STRATEGY WEAKNESSES
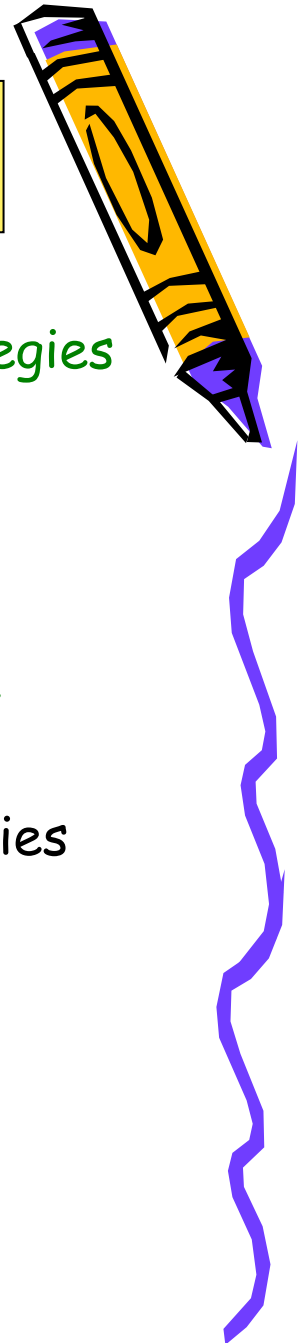
- Disconnect between communication and research strategies
- 'Can't identify influence targets before research is completed' syndrome
- Unclear – or no – communications objectives
- Lots of activities, but unclear priorities and inadequate budget to cover them all
- Over-centralised management of communication activities (budget hoarding)

- weak plans to review communications environment – how your target audiences access and use information
- Strong on theories but weak on the 'how to' of communications
- How to build the communications capacity of researchers and target audiences?
- Emphasis on dissemination tools rather than the needs of the audiences

CHALLENGES

- Communicating sensitive topics that are overshadowed by other development concerns
- No explicit demand for research because intended users marginalised etc.
- Balance between doing research and communicating the research
- Being realistic about what is desirable and what is achievable with limited budget/capacity
- Internal communications
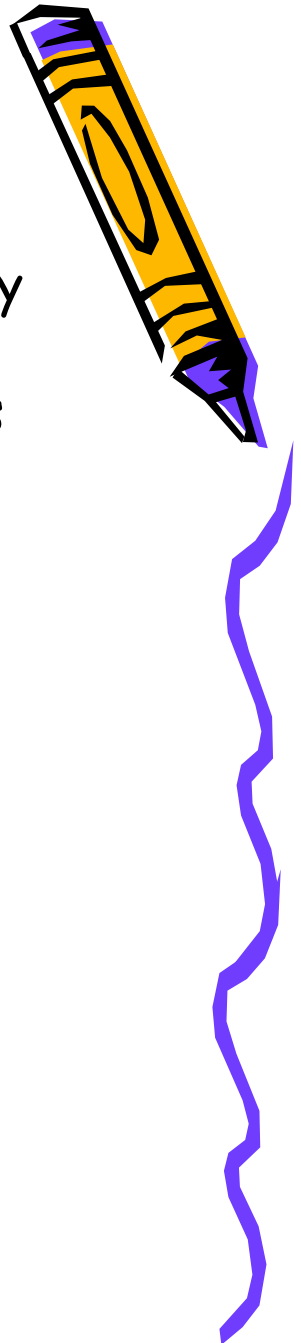
Realising Rights RPC Communications strategy

Approach and lessons learned

Kate Brincklow

IDS Health & Development Information Team

26/07/06

Outline of presentation

- Development of the strategy
- How does the communications strategy add value?
- Strategy objectives, approach and focus
- BRAC example
- Skills and resources
- Challenges and lessons learned

Development of the strategy

- Communications sessions at partner meetings at proposal stage and inception phase – identified audiences, objectives, key principles and forthcoming events
- Communications context mapping carried out by partners – input on stakeholders and audiences, and informed the approach
- Follow-up communication with partner representatives and communications contacts
- Input on strategy draft from partners and CRD communications team

How does the communications strategy add value?

- RPC purpose: *To contribute to progressive realisation of sexual and reproductive health and rights of poor and marginalised populations, through improved knowledge, capacity building and communication.*

- Communications strategy purpose: *Communications will support the programme in raising the profile of the issues with target audiences at international, national and local levels.*

Objectives of the strategy

- Contribute to **informed advocacy** on realisation of SRHR
- Contribute to **a progressive climate for change** across international, national and local policy levels
- **Improve stakeholder understanding** of barriers and solutions to access to services
- **Improve research capacity** on SRHR

Approach to communications

- Stakeholders involved from the beginning – workshops in Ghana, Bangladesh, Kenya
- Build on partner capacity - which is considerable
- Use existing networks to influence
- Targeted and differentiated communications
- Prioritise based on likely impact, cost-effectiveness, multiplier effect
- Collaborate with other RPCs, esp. at country level
- Build communications capacity of partners and audiences
- Use appropriate language

Particular areas of focus

- Use networks at local, national and international levels – face to face meetings, convening power and personal communications

- Support the ability of stakeholders to use research evidence through appropriate presentation of research and building capacity

- Recognise the power of the media in SRHR and use it

Example: working with journalists in Bangladesh

- Bangladesh partner BRAC invited journalists to stakeholder workshop in November and got good media coverage

- Demand for media training identified

- 32 female journalists trained and sensitised in SRH issues by the BRAC Realising Rights team in March

- 24 of the journalists have written articles

- 13 already published in national newspapers

Skills and resources

- Expertise in research communications – partners have this to varying degrees

- Willingness to make expertise available and learn across the partnership

- Enthusiasm for the role of communications in research influence

- Identify and build on existing strengths, activities and opportunities

Challenges and lessons learned

- Developing a shared understanding of communications takes time
- Link to research objectives ensures communications are a priority and can be strategic
- Communications as a partnership-building activity
- Resources for implementation are finite so need to be realistic and build on available resources

Crisis States Development Research Centre
Presentation at the DFID Communications Strategy Workshop, 26th July 2006

I've been in this position for 6 months now, and because of the in-depth nature of the research the Centre carries out, the Communications Strategy has so far produced very little output. Therefore, I will look instead at how the strategy has been put together. I came into this position with no background in communications or serious academia, so having to draw up a comprehensive research communications policy as one of my first task was an interesting way to get started. In the previous phase, there had been no comprehensive communications strategy and the contact with policymakers was on an ad-hoc basis.

In order to enhance the impact our Centre's research would have on the policy community, In phase 2 of the Crisis States Programme, the Centre wanted to guarantee that there would be a continuous proactive effort to get the findings of the programme out into the different communities that would benefit from our work (academic, policy and general public – latter to improve the understanding of why certain countries go into crisis).

As part of the new 5 year research programme proposal submitted to DFID, my colleagues at the Centre had outlined some of the basics of the communication strategy for the second phase of the Crisis States Programme. The general idea of the strategy was two divide it into two parts, one about raising awareness and the other focused on influencing policy.

I had previously worked on the policy and programme implementation side for the World Bank in West Africa, the Dutch Ministry of Foreign Affairs and Oxfam Novib and therefore my main starting point for the policy influencing aspect of the strategy was derived from the notion that for research findings and recommendations to be taken up by the policy community, it has to be short, to the point and appropriate. During my time at the Ministry, countless academic papers made their way into my inbox and in-tray, but truth be told, I never read more than the executive summary, if that at all.

Other than that, I wanted the strategy to be something which made it clear what the roles and responsibilities were of all the researchers involved in the second phase. When I started I didn't see my role as one of being the sole person responsible for research communication and policy influencing. Rather, one of ensuring that all the researchers understood their communication responsibilities, whereby I coordinate the communication, but the researchers, as experts in their specific fields, undertake the activities to make certain that their research findings and recommendations are read and acted upon by the key policy actors and agencies.

The CSRC Strategy

The overall goal of the Policy & Communications Strategy is for the CSRC to be recognised by the academic and policy community as the primary source for cutting-edge research and recommendations on states in crisis.

The two main objectives of the strategy are to:

- Inform policymakers, academics, the media and the general public of the causes of crisis in late developing countries and how they can be avoided and/or overcome;
- Proactively influence policy at government, NGO and multilateral level.

Raising Awareness:
- More effective dissemination of CSRC research products to a wider group of actors;
- Making information more easily accessible through the revamping of the website;
- Continue organising workshops and conferences to distribute the research findings and recommendations to the academic and policy community;
- CSRC presence at high profile events.

Influencing Policy:
- Involve donor community from the beginning in discussing the shape of the research;
- Increased emphasis on informing and influencing policymakers;
- Expanding the network of policymakers working on crisis states;
- Employing a more proactive approach to policy influencing and becoming more responsive to demands from policymakers for information and recommendations;
- Ensuring that all the Centre's research staff and partners participate in disseminating their research findings to the right people and organisations in the policy community;
- Producing tailored policy briefs for policymakers on specific issues.

Key premises of the strategy:

Since the CSRC's main preoccupation is research, we need to be effectively engaging with the various communities that can benefit from, and be informed by, our work. Responsibility for this lies not just with the Communications Officer, but with every member of the research team – with individual researchers and partners seeking to exploit every opportunity available to them to place articles in academic journals, to publish the results of the research in book form, and to participate in related conferences, workshops and meetings with policymakers.

If the CSRC is to effectively inform and influence policy makers, then it must be capable of providing answers to the questions that concern the latter. An important element of the work of the CSRC Director, PCO and research staff will be to cultivate relationships with individual policy makers, in order to become as responsive as possible to their needs.

What do we want the potential users of our research to do as a result of our communication with them?

It is the Centre's intention that the potential end users of our research are informed by its findings, recommendations and proposals and that this subsequently leads them to adjust their policies and intervention strategies accordingly. Ideally this would then lead to policymakers making better-informed decisions with regards to certain crises in fragile states, aiding development initiatives and helping to alleviate poverty and insecurity in the long run.

Responsibilities of the Research Staff and the Centre's Research Partners

In Phase 2 of the Crisis States Programme, a great deal of the responsibility for communicating the research findings will lie with the Centre's research staff and the Centre's partners. Whilst the PCO will be in charge of coordinating and managing the communication and policy-influencing activities, it is expected that the individual researchers associated with the CSRC will take it upon themselves to ensure the successful dissemination of their research and proactively try to influence policy. Apart from carrying out their research within the Centre's framework and publishing the results, they will be expected to:

- Communicate their findings and recommendations directly to the policy community in relevant countries and organisations;

- Seek to publish their findings in peer-reviewed journals or books;

- Get in touch with media organisations in order to inform them of their findings (where this is appropriate and relevant);

Risk Analysis:

Whilst drawing up the strategy, I carried out a comprehensive analysis of the different risks involved. This analysis forced me to re-assess the likelihood of the strategy achieving its stated goals and also to think harder about contingency planning. Key here was to analyse the risk, the consequences if the risk materialises and then the probability of it happening. For example:

Risk	Consequences if the risk materialises	Probability of the risks materialising
Policymakers are not open to the recommendations and findings of the Centre's research.	This would have **serious consequences**, as it would jeopardise the effectiveness of our communications strategy.	**Low probability**, as the communications strategy has been developed with the involvement of a range of stakeholders and the policy influencing aspect of the strategy is flexible enough to adapt to different circumstances and environments.
The findings and recommendations of the research endanger or compromise the researchers in the country.	This would have **serious consequences**, as harm could come to the researchers, and the research project could be shut down.	There is a **medium-low probability** of this happening, as the researchers will examine the associated risks of publication or presentation of certain research findings beforehand in order to ensure their own safety.

Why and how does your communications strategy add value to your research programme?

The communications strategy is a integral part of the research work at the Centre. Academic research on its own cannot achieve the impacts required, and a sound approach to communicating the research findings is key. The added emphasis on communication pushes researchers to look beyond the academics of certain issues that they are working on, and forces them to formulate relevant real-world policy recommendations. Writing a 20,000 word working paper is one thing, but being able to explain to a policymaker in 5 minutes what the significant findings are is crucial.

What skills and resources are required?

Communication skills are present with most of the researchers, so the key challenge is how to ensure the systematic utilisation and operationalisation of these skills. Academics are not always as motivated to undertake these communication tasks and prefer to stick to research and writing academic papers. Finding the right balance is important and the key is that there is a systematic drive by all those involved to ensure that their research reaches the policy community.

What are the challenges/lessons learnt so far in designing the strategy and implementing it.

- Establish contacts with relevant policymakers in order to find out what particular issues they are working on. Get them involved from the start and stay in regular contact with the key ones throughout the life of the research programme.
- Tracking down the right policymakers in the different agencies is a real challenge.
- Ensure that the research staff is closely involved in the communications strategy and that they understand their roles and responsibilities.
- Not all researchers/academics (especially the more senior ones) are enthusiastic about taking on the additional workload associated with research communication, and it is not always easy to ensure their full cooperation.

COMMUNICATIONS STRATEGY

Authors

Dr Angeline Barrett (EdQual Communications Manager) & Dr. Keith Holmes

EdQual Director – Prof. Leon Tikly

The Graduate School of
Education

EdQual
A Research Programme Consortium on
Implementing Education Quality in Low Income Countries

University of
BRISTOL

Implementing Quality Education in Low Income Countries

Purpose

➢ To change education polices and practices in low income countries so as to improve the quality of education for the poorest people in the world and promote gender equity.

➢ With special attention to:
  i. Remote, overcrowded and otherwise difficult delivery contexts;
  ii. the needs of disadvantaged groups.

Communications Aim

To communicate new knowledge persuasively to:

i. the organisations and individuals who will change national education plans and influence education policy across a range of low income countries;

ii. the institutions and practitioners who implement policy.

MAIN CHALLENGE

To influence policy makers to mainstream initiatives designed & piloted by EdQual.

Outline of CS

- **Background**
  - o Latest version is more like a HANDBOOK
  - o Enthusiasm for handbook elements
  - o But should develop into a strategy

- **3. What to communicate?**
  - o Who we are, research areas
  - o Listen to knowledge needs
  - o Literature reviews

4. Target Audiences

COMMUNICATIONS   **PURPOSE**

INTERNAL

POLICY INFLUENCERS

POLICY MAKERS

POLICY IMPLEMENTERS

POLICY

PRACTICE

KEY

→ EdQual Communication   ⇒ Non-EdQual Communication   → Change

...ET AUDIENCES

	Policy Influencers	Policy makers	Policy Implementers	Internal
Researchers	Academics Consultants			Us Colleagues
International advocates	INGOs Bilaterals	Working groups		DFID
National advocates	NGOS, CSOs TUs	Working groups		
Government		D/MoE		
Practitioners			Teachers	Action researchers
Media	Press Radio		Publishers	CAG chair
Lay	Public opinion		Pupils Parents	Research participants

Not all LSPs will target all audiences

Product of discussion between authors & director

Projects to name INGOs, NGOs, working groups, departments, individuals matter to your LSP?

7. How to communicate with external audiences

o list of ideas of format for communication

o this is what most people first thought about when we say "communications"

o Some imaginative ideas from UK colleagues – video papers, use of community theatre.

8. How to communicate internally

o Lessons learnt from inception phase

- ☺ Email works sometimes
- ☺ Mobile phones work
- ☹ Intranet may work as filing cabinet
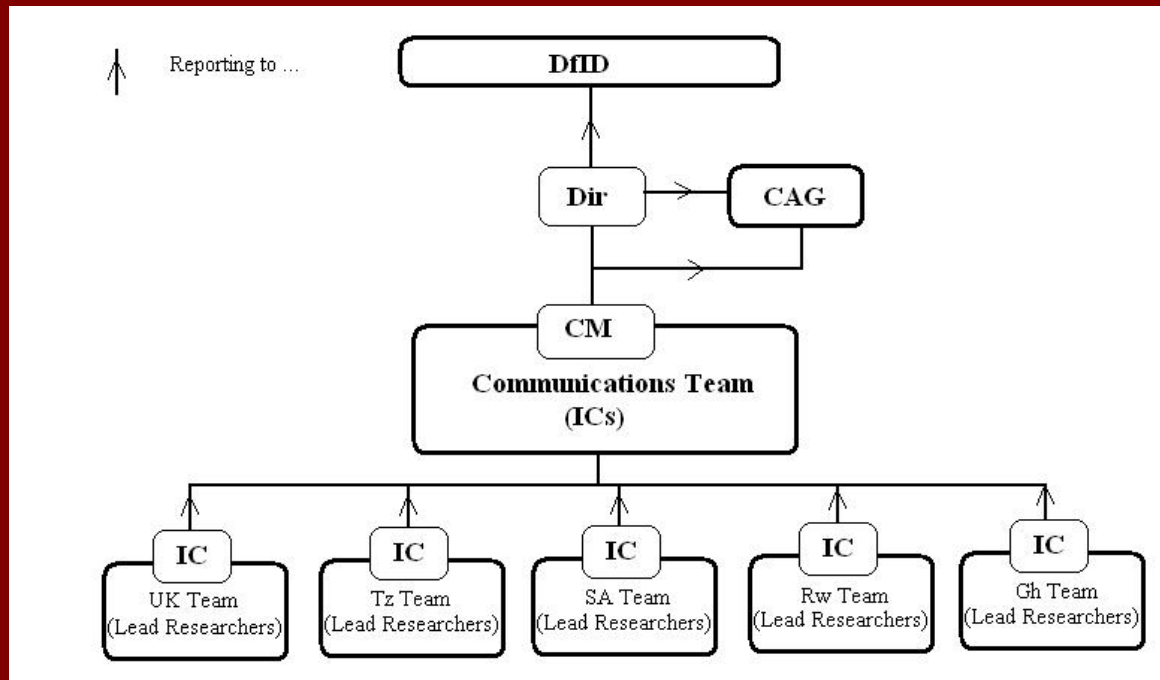
Central Team
- Communications Manager – Angeline Barrett
- Communications Administrater – Ellie Tucker
- Bath IC – Rita Chawla-Duggan

National Teams
- IC or delegated Communications Specialist
- Lead researcher or delegated communications specialist from **each** LSP

Appendices (latest version)

What is the Citizenship DRC?

- Started in 2001 and coordinated at the Institute of Development Studies

- Research focus on citizenship, participation, and accountability

- Network of over 60 researchers working in 12 countries

- Partner institutions in Angola, Bangladesh, Brazil, India, Nigeria, and South Africa

Citizenship DRC

How do we work?

- Integrating research, communications, policy influence and social change

- Engaging with a diverse range of stakeholders through a collaborative and participatory approach

- Targeting a wide range of audiences and creating links between local, national and international levels

- Encouraging learning about different methods of communication, and strengthening the capacities of all partner organisations

- Using diverse forms of internal communication to build an effective network of researchers and practitioners

Citizenship DRC

What are our communication objectives?

- **To contribute to new or better policy at local, national and international levels**

- **To help to generate social awareness**

- **To increase access to information**

- **To facilitate internal communication, reflection and learning**
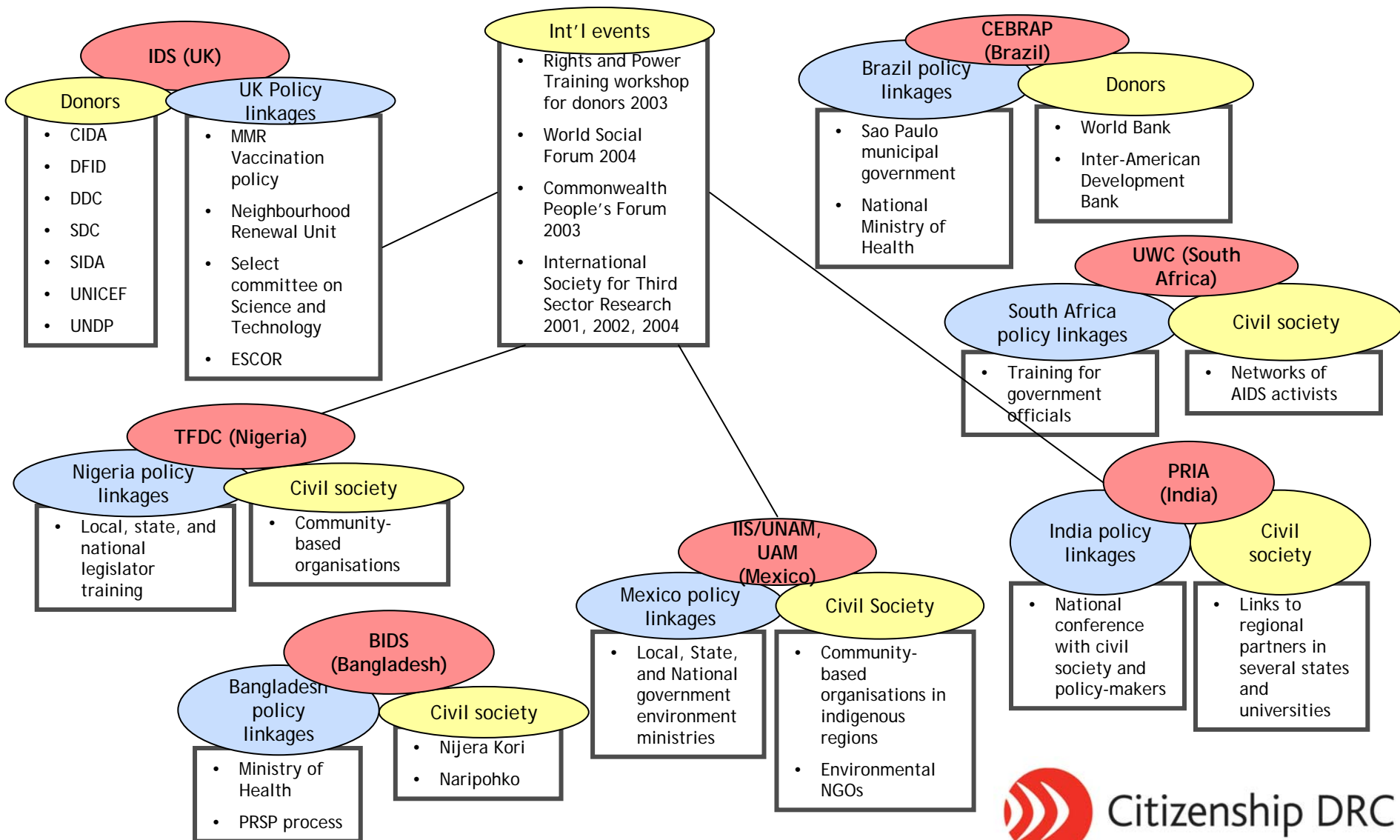
Citizenship DRC

How do you build a communications strategy from the bottom up?

- **Learn about partners' networks**

- **Integrate discussions about communication into all steps of the research process**

- **Create spaces for peer learning**
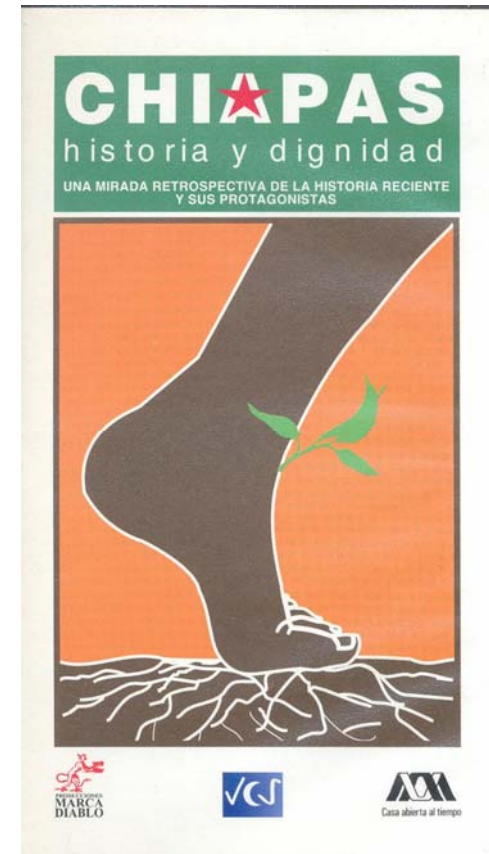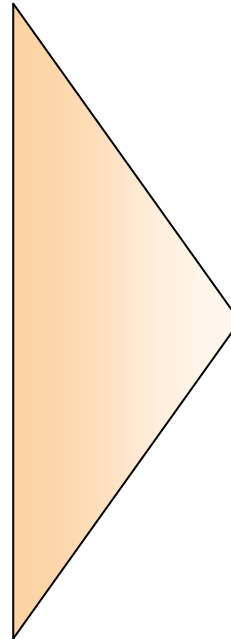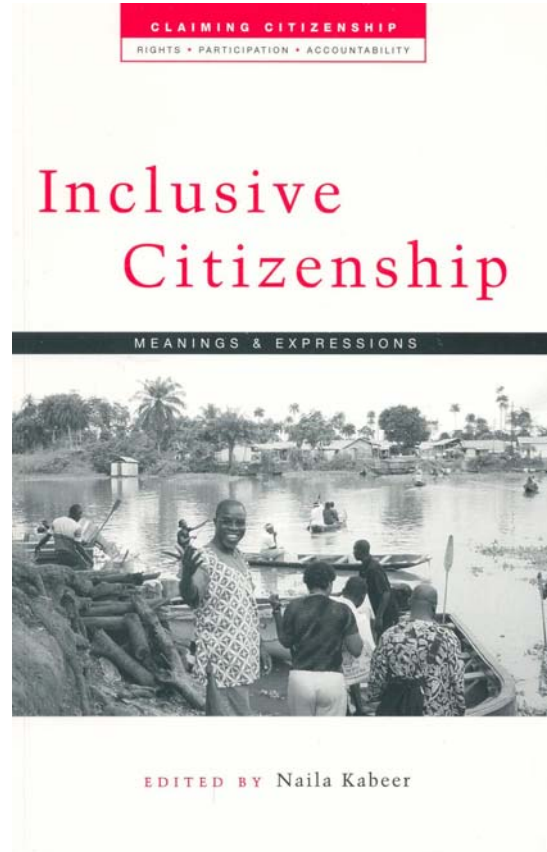
- **Recognise obstacles and risks**

Citizenship DRC

Learn about partners' networks

IDS (UK)

Donors
- CIDA
- DFID
- DDC
- SDC
- SIDA
- UNICEF
- UNDP

UK Policy linkages
- MMR Vaccination policy
- Neighbourhood Renewal Unit
- Select committee on Science and Technology
- ESCOR

Int'l events
- Rights and Power Training workshop for donors 2003
- World Social Forum 2004
- Commonwealth People's Forum 2003
- International Society for Third Sector Research 2001, 2002, 2004

CEBRAP (Brazil)

Brazil policy linkages
- Sao Paulo municipal government
- National Ministry of Health

Donors
- World Bank
- Inter-American Development Bank

UWC (South Africa)

South Africa policy linkages
- Training for government officials

Civil society
- Networks of AIDS activists

TFDC (Nigeria)

Nigeria policy linkages
- Local, state, and national legislator training

Civil society
- Community-based organisations

BIDS (Bangladesh)

Bangladesh policy linkages
- Ministry of Health
- PRSP process

Civil society
- Nijera Kori
- Naripohko

IIS/UNAM, UAM (Mexico)

Mexico policy linkages
- Local, State, and National government environment ministries

Civil Society
- Community-based organisations in indigenous regions
- Environmental NGOs

PRIA (India)

India policy linkages
- National conference with civil society and policy-makers

Civil society
- Links to regional partners in several states and universities

Citizenship DRC

Integrate communication into all steps of the research process

Audience

Level	Academic	Civil society	Donors/ INGOs	Media/ general public
International				
National				
Regional				
Local				

Citizenship DRC

Create spaces for peer learning

Recognise obstacles and risks

- **Researchers do not have the time/ capacity to carry out activities**

- **Lack of capacity to take up research**

- **Cooptation of the research agenda**

- **Political opposition to research findings**

Citizenship DRC

What are some helpful approaches to research communication?

- **Understand how communication links to the goals of the research**

- **Use participatory communication**

- **Focus on both outputs and processes**

- **Learn from your experience**

Citizenship DRC

What is research for and how does communication fit in?

View of research	Research as finding out	Research as activism	Research as developing theory
Type of influence expected	New or better evidence-based policy	Social mobilization, increased awareness, positive social change	New/different discourses of development
Example from DRC research	Research on who participates in health councils, Brazil	Research on sustainable watershed management, Mexico	Research group on citizens and science
Communication activity	Training course for municipal government on citizen participation	Formation of a watershed committee involving all stakeholders	Launch of a book with Demos, coverage in the Lancet

Citizenship DRC

How can you use participatory communication?

Citizenship DRC

How can you connect outputs and processes?

Glossy report

Dissemination →

Policy change ?

Local drama → Community empowerment → Poverty reduction ?

Citizenship DRC
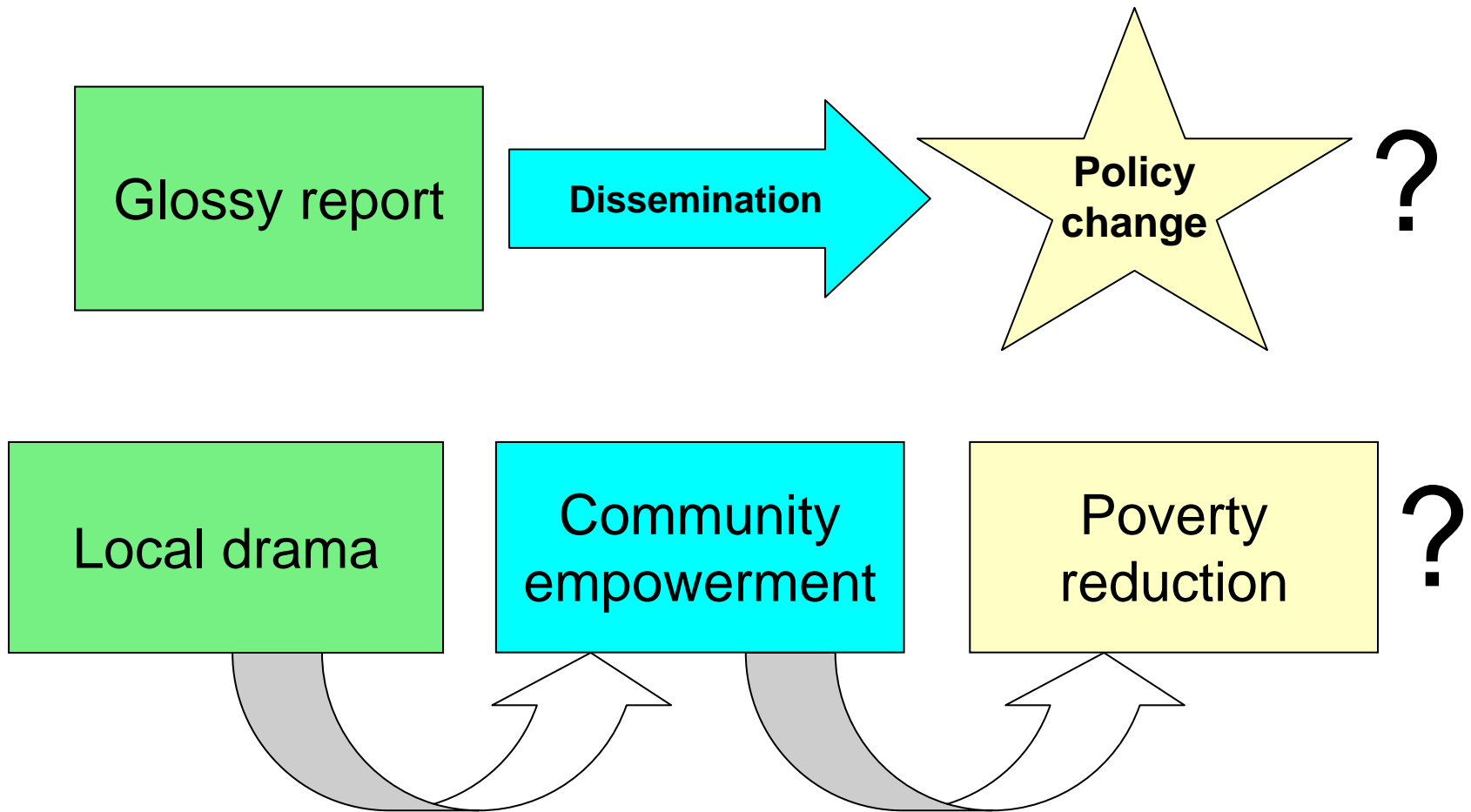
What have we learned from our experience?

- **There are risks!**

- **Researchers have to use 'shuttle diplomacy'**

- **Researchers can be transformed**

- **What you think research is for matters**

- **There are horses for courses**

Citizenship DRC

Chronic Poverty Research Centre

Communication/
Engagement Strategy

Poverty and Chronic Poverty

'Obwaavu obumu buba buzaale. Abaana babuyonka ku bazadde baabwe, ate nabo nebabugabira ku baana'

'Some poverty passes from one generation to another as if the offspring sucks it from the mother's breast'

Source: group of disabled Ugandan women

Communication Objectives

- Contribute to a wider awareness of Chronic Poverty among audiences: key donors and development specialists and practitioners.
- Deepen understanding of chronic poverty among audiences as above
- Develop Chronic Poverty as a concept among specialist audiences
- Communicate solutions to chronic poverty and contribute to new or better policy with specialist audiences, key governments and donors.
- Through all the above contribute to the development of commitments by key donors, governments and other actors to eradicating chronic poverty beyond 2015
- Then there are a set of objectives linked to specific CPRC research themes:
    - assets, adverse incorporation and exclusion, insecurity and vulnerability.

Research Approaches

Conceptualisation of poverty dynamics and persistent poverty	**Empirical methods for studying poverty dynamics and economic mobility**	**Empirical methods for studying intergenerational transmission of poverty**

META PROBLEM: **Long-term poverty, life-course poverty, and intergenerationally transmitted poverty**

Insecurity, risk and vulnerability	**Assetlessness, low returns to assets and inequality**	**Adverse incorporation and social exclusion**

Explanatory themes

Are communication objectives in line with research objectives?

- In terms of the meta objective yes:

"The purpose of the CPRC is to generate high quality research on chronic poverty and to inspire and inform policy and practice leading to the reduction of chronic poverty"

- However the research objectives are to deepen understanding by addressing researchable questions and develop method.

"The objective of the research is to deepen the understanding of poverty dynamics and particularly of the nature, causes and remedies of chronic poverty …. Through analysis and development of appropriate research methodologies".

- Whereas the communication objectives are to develop and deepen awareness, communicate, and have a policy impact.

Cont……

- When it comes to specifics it is difficult to align some of the research questions directly to communication objectives.
- The new strategy is identifying about 5 engagement aims which will use the outputs of the research and policy analysis. For example:
- Engagement Aim 1: Keeping Chronic Poverty on the agenda and deepening awareness (2005-10)
- Engagement Aim 2: Developing and promoting social protection (2006-9)
- Engagement Aim 3: Explaining what data can and should do for policy (2007-10)
- Engagement Aim 4: Multidimensionality underlying Chronic poverty: assets, vulnerability and exclusion/ adverse incorporation. (2008-10)
- Engagement aim 5: Chronic Poverty and its importance to wider development debates (2006-10)

Activities?

- What's the line between research and engagement?
- Activities organised under engagement aims (packaging)
- Identifying audiences and dialogue and debates
- Producing written materials
- Visual materials
- Events – busy in 2006/7 with social protection, WDR, CPR2
- Engagement tools - development of matrices
- Participatory video for policy change
- Concerned to develop communication which involved researchers – hence engagement strategy

Research to Communication – Seven aspects of the problem

- **1. What is the role of individual researchers? Reflexivity and impartiality**
- **2. What is the authority of knowledge? The relationship between knowledge and power**
- **3. Do policy makers care about method?**
- **4. Do politics and socio-economic contexts/ realities shape all research?**
- **5. Communications methods – from participation to confrontation and everything in-between**
- brokering, persuading, dealing, compromising, isolating and defeating 'opponents; networking, changing the terms of engagement, inaction and percolation; lifting the eye of the policy maker.
- **6. Providing solutions alongside analysis; describing and defining impact, effective policy and evaluating.**
- **7. Does 'ownership' of the research matter? Is 'ownership of' different from 'commitment to'?**

CPRC skills and resources

- First Phase
  - NGO Partners
  - Commitment from management team
  - Researcher contributions
  - Buy in expertise
- Second Phase
  - Researcher contributions
  - NGO partnership – CPEP
  - Cordaid, Trocaire, etc
  - Associate director
  - Research officer
  - Management team
  - Information officer
  - Programme manager
  - Buy-in expertise
  - Country partners

Country Partners

- Closer to policy front line
- More 'engaged' in some cases/contexts
- Also are activists/ run NGOs
- Interested in the participatory policy processes
- Also wary – some institutional problems in traditional contexts
- Some difficulties in making the linkages to policy
- Budgets small

Challenges and Lessons Learnt

- Moving from researchable questions to wider implications
- Developing a communications strategy when the research questions are still under-developed
- Researcher incentives lacking
- Multi-disciplinarity and approaches to narrative and storytelling
- Separation of policy and engagement in order to emphasise it has led to financing questions rather then leaving it implicit
- Difficult line between advocacy/ influencing and impartiality
- Getting consensus to have a 'public' line
- Misunderstanding of what 'communication' is for/ about and at whom it is aimed
- Challenge of putting ones head on the line/ sticking your neck out
- Money is too little – having to fundraise to so some of the engagement work. Done properly its expensive
- Country partners – very different and variable environments

What would help?

- For designing and writing a strategy – writing on a blank sheet is liberating but also difficult
- Set of guiding questions as with research proposals
- Set of (optional?) interesting questions – not just to do with outlining activities or objectives or audiences but to do with motivations, theory, power and knowledge, information ownership, hierarchy, policy processes.

'Added Value' of a communications strategy to a research programme?

- Tough exercise and really pushed researchers to think about how they frame questions usefully
- Facilitated thinking through who researchers talk to and why and where else they can market their wares outside of the usual suspects
- A framework within which we have been able to emphasise the importance of making research useful and accessible
- Enabled the translation of researchable questions into policy relevant aims
- Allowed for a focus on policy processes
- However, the more important question is about how the research and communication together makes a difference to the lives of the chronically poor

Announcing……

DFID's
Research into Use
Programme

July 2006 –June 2011

Wyn Richards, NRInternational Ltd

Context:

◆ Sub-Saharan Africa's agricultural growth fell by 5% per capita between 1980-2001

◆ NEPAD/DFID aim to reverse this trend by scaling-up and – out NR research outputs, together with associated resources and processes, which have led to poverty-reduction success stories at the local level

◆ These have normally occurred where the following intertwined approaches were present:

- **Participation** – outputs generated with poor farmers

- **New 'technologies' –** include new practices, processes, policies and technologies

- **Services and Incentives –**presence of micro-credit, resources, markets, drivers

- **Access** to appropriate information and ability to **Voice** concerns– systems which enable poor people to hear about new opportunities and to articulate demands

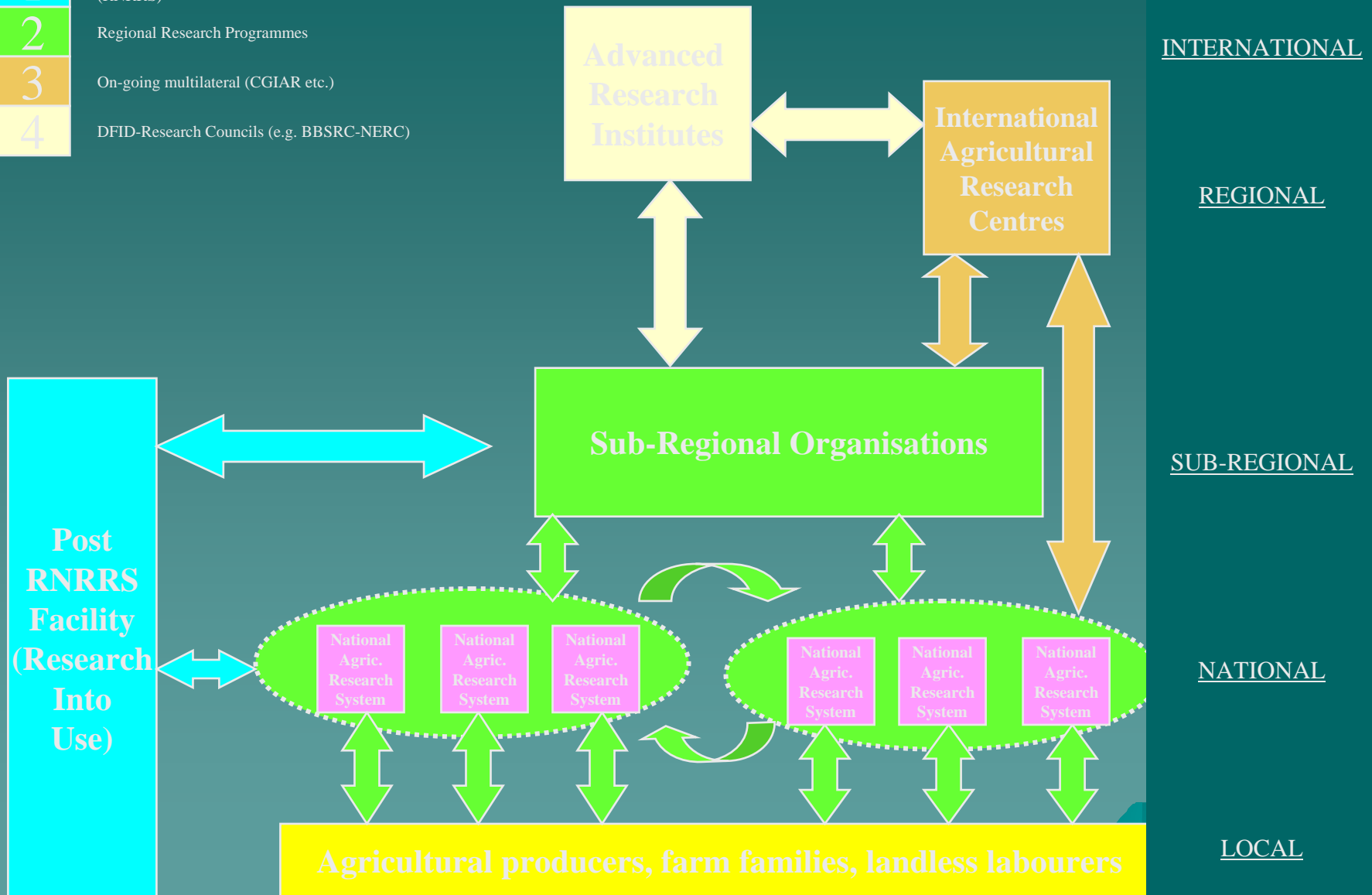# Information markets rural farmers trust

Preferred Sources of Information

- T&V Contact farmers
- FTC Seminars
- KARI Embu
- MoA Divisional staff
- Self-Help groups
- MoA Field-staff
- † ACK + CCM Demo.Plots, AI+Vet services
- MoA field-days
- Agro-vet companies
- Church. Heifer-on-loan
- † CCM Pamphlets
- Poor households
- MoA field-days
- Embu ASK Show
- Agro-vet shop
- School curriculum
- Womens' Groups
- Neighbours
- Secondary Schools YFCs
- Chief's baraza
- Radio
- MoA Divisional staff
- Coffee & Dairy Co-ops
- Human health clinics
- Primary Schools 4K clubs

Agricultural Information Sources, Flows and Preferences of poor rural households in Kyeni South and Karurumo Locations, For more information see appendix.

DFID's new Strategy for Research into Sustainable Agriculture

4 key components

- Funding through multilateral routes (CGIAR, CABI, IARCs, Challenge Programmes etc)
- Regional research programmes in Sub Saharan Africa and S Asia
- Responsive programme with UK-based Research Councils – linked to more applied research in Southern-based institutions
- Research into Use programme – transforming the 'best 'research outputs from 10 yrs of DFID funded NR research (ca 2000 outputs) into livelihood gains

PROPOSED ELEMENTS OF STRATEGY

1 — Post-Renewable Natural Resources Strategy 1995 – 2006 (RNRRS)

2 — Regional Research Programmes

3 — On-going multilateral (CGIAR etc.)

4 — DFID-Research Councils (e.g. BBSRC-NERC)

Advanced Research Institutes

International Agricultural Research Centres

Sub-Regional Organisations

Post RNRRS Facility (Research Into Use)

National Agric. Research System

National Agric. Research System

National Agric. Research System

National Agric. Research System

National Agric. Research System

National Agric. Research System

Agricultural producers, farm families, landless labourers

INTERNATIONAL

REGIONAL

SUB-REGIONAL

NATIONAL

LOCAL

RIU Programme
Innovation Systems Approach

4 basic pillars:

◆ New working partnerships with stakeholders (global and national) in agric sector and related (health/edu, infrastr) sectors

◆ Capacity Strengthening at all levels

◆ Strong monitoring and learning inputs— esp on processes of up- and out-scaling

◆ New communication approaches in knowledge management and information markets – focus on interface between Push and Pull

RIU Programme – basic facts/figures

- Budget £37.5 million over 5 years
- Match up opportunities for reducing poverty with clusters of research outputs in ca 10-12 countries
- Promote/test processes which result in adoption, out- and up-scaling of outputs
- Capture the most effective ways of getting research into use under different national challenges through regular Monitoring and Learning activities

Outputs of RIU during inception phase
i. Communication advocacy and learning among stakeholders

- Formulation of RIU communications strategy in collaboration with DFID and other major players –FAO, WB, NEPAD, FARA, in-region groups

- Connectivity established with existing RIU initiatives eg DFID'sTECA, R4D; FARA's RAILS; FAO's WAICENT; various ICTs

- Promotion of success stories through active publicity to general public and practitioners

ii. RIU Communication Strategy

3 elements to support Innovation Systems approach developed:

i) Communication, advocacy and learning among global stakeholders

ii) RIU management communication and 'project' knowledge management systems developed

iii) Concept of Information Markets – linking demand and supply- fully developed.

iii. Information Markets

- Concept of inclusive and sustainable IMs in-region/in-country clarified

- Global advisory panel identified – expertise in ICTs, IS and KM

- Regional Information Markets concept strengthened through local consultation with stakeholders including Regional Think Tanks

iv) Programme communication and information management systems

- Development of RIU website (intranet/extranet/generic portal system)

- Branding/logo

- Regional networks identified for scaling out and up

- Information networks identified in target countries and collaboration established

End

- For further information on Comms issues, contact

  w.richards@nrint.co.uk

- For general info contact <t.donaldson@nrint.co.uk>

- NRInternational, Aylesford, Kent

  www.nrinternational.co.uk

MAKING THE MOST OF IDS KNOWLEDGE SERVICES:
A GUIDE TO RPCs

IDS hosts a 'family' of Knowledge Services, five of which – id21, Eldis, BRIDGE, Livelihoods Connect, and the British Library for Development Studies (BLDS) – are part of the new **Mobilising Knowledge for Development Programme**, co-funded by DFID (see www.ids.ac.uk/info for links to all the services).

The Services have a mandate to seek out latest research findings, to repackage them in various formats, and to help communicate them to policy-makers, practitioners and others in a position to influence change. We cover far more than just IDS research: we are looking for relevant, cutting-edge material from all over the UK (and beyond).

For RPCs and DRCs, IDS Knowledge Services can be a useful component in your communication strategy, complementing what you are doing through other channels. Some consortia are already working with us, but for others the range of collaboration options may be new. This list shows some of the ways of engaging with IDS at different stages in the project cycle. Many of these arrangements are free of charge; others can be provided on a cost-sharing basis.

Stage in the cycle	*How we can help*	*Contact point*
Planning a communication strategy	We have a lot of experience in developing *targeted communication strategies* and are very happy to share what we've learned with other research consortia.	**Caroline Knowles** *(Head of Communications)* C.Knowles@ids.ac.uk
Providing library support to research teams	Do your research partners struggle to get access to adequate library services? We can help. Our Library is specifically set up to reach out to a worldwide audience. We are developing *tailored library support packages* for RPCs. You can search the extensive BLDS collection online, get next day document delivery, plus dedicated helpdesk support.	From 1 Sept 06: **Julie Brittain** *(Head of Library)* J.Brittain@ids.ac.uk
Mapping out a new research area	Rather than just publishing a literature review, you could collaborate in producing an *Eldis Key Issues Guide*. These highlight an emerging theme and provide quick summaries of all the key readings. Eldis attracts over 150,000 visitors/month, so your work will be seen by a big global audience.	**Alan Stanley** *(Senior Editor)* A.Stanley@ids.ac.uk
Publicising your website	Once you've set up your website and are starting to produce substantive content, let Eldis know. They'll *create a link to your site* and help to publicise it through relevant sections on Eldis.	
Publishing major findings	When you are ready to publish major policy-relevant findings, id21 can help publicise these. *id21 Highlights* are short 500 word research summaries designed with busy policy makers in mind. Through the id21 website and email updates these reach an audience of more than 20,000 worldwide.	**Louise Daniel** *(Senior Editor)* L.Daniel@ids.ac.uk
Communicating key policy messages	Later on, when it's time to bring together the key policy findings from the Programme as a whole, working with us on a special issue of *id21 Insights* is a great way to spread the word. The print version has more than 12,000 subscribers, more than half in the South. It's also available online.	

If you're working on *sustainable livelihoods*, *gender*, *governance* or *health* it will be also worth getting in touch with the specialist IDS service focusing on these topics (Livelihoods Connect, BRIDGE, the GSDRC and the Health & Development Information team) – see the website for details. If you have queries about how to make use of any of our services contact **Cheryl Brown** at C.Brown@ids.ac.uk.

The bottom line is that IDS is keen to work with you in communicating your research – so get in touch!

An introduction to Research4Development:
a portal to DFID funded research

Lessons Learnt on Designing Communication Strategies for RPCs
26 July 2006

R4D Research for Development

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Welcome to R4D - a portal to DFID funded research

R4D is a free access on-line database containing information about research programmes supported by DFID. R4D provides you with the latest information about research in DFID, including news, case studies and details of current and past research.

Latest News   2nd March 2006

Fighting Malaria: DFID's Contribution
Malaria kills over a million people a year, of which the majority are children under five in Africa...

read more...

The Disability Knowledge and Research Programme has entered its dissemination phase.
This £1.4m programme ran from 2003-2005...
read more...

Multifunded Research
DFID's multifunded research can cover a number of different mechanisms to share the costs of and/or collaborate on research...
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Feature

Makutano Junction: The first locally produced East African TV drama series
Never before, on East African television, has a drama series that is locally produced been of such high quality; not only in terms of production values, but also terms of scripting, storylining and acting. This new drama is Makutano Junction. It aims both to entertain and educate English-speaking East African audiences who have access to television. Makutano Junction is set in a realistic peri-urban setting, like so many small market towns dotted throughout Kenya. Each episode contains important, topical information... More

Dale Poad   d.poad@dfid.gov.uk

How can DFID improve its support to research programmes?

Lessons Learnt in Designing Communication Strategies for Research Programmes. DFID Palace Street. 26th July 2006

Guidance Notes - strengths

- ⭐ 'to even begin to approach these kinds of issues in an organised, institutional and corporate way has been good for all of us'

- ⭐ 'the links are great – it's been useful to haven an overview of what else is 'in the communications marketplace'

- ⭐ 'it's fantastic to have such an authoritative document from DFID that argues for the importance of communications in research ....'

- ⭐ 'although it would be useful to have a complete strategy to look at, we need to guard against people using it to simply 'cut and paste' elements into their own strategy'.

Guidance Notes - weaknesses

✖ 'too much for most readers to absorb in one sitting'

✖ 'the guidance notes claim to be both brief and clear, and are neither ....'

✖ Both a communication strategy and action plans are mentioned without clear description of how they differ ..'

✖ Influencing work tends to be done in private, confidentially and often one-to-one. Can this aspect be recognised and addressed?

✖ Would rather see elements of one communication strategy (rather than different bits of many)

✖ No guidance on budgeting and how to split between partners.

Guidance notes – recommendations from research programmes

✓ Spell out DFID requirements at the start

✓ Provide guidance according to each stage in the research cycle

✓ Half-page synopsis on reference documents

✓ put on a website with active links

✓ Horizontal workshops, facilitated by DFID, draw-out themes and issues emerging from communications work across sectors

✓ More connections between research programmes' communication teams – sharing lessons

Proposed steps

- Version 2 of guidance notes
- Web/CD version with hyperlinks
- Include a 'real' communication strategy
- R4D – discussion area / availability of all communication strategies on-line
- Short 2-page brief – 'why research communication is important / what you need to do now'
- Summary of 'top six' readings on communication
- 1-2 workshops (annual – UK/overseas)
- Further support from CRD?