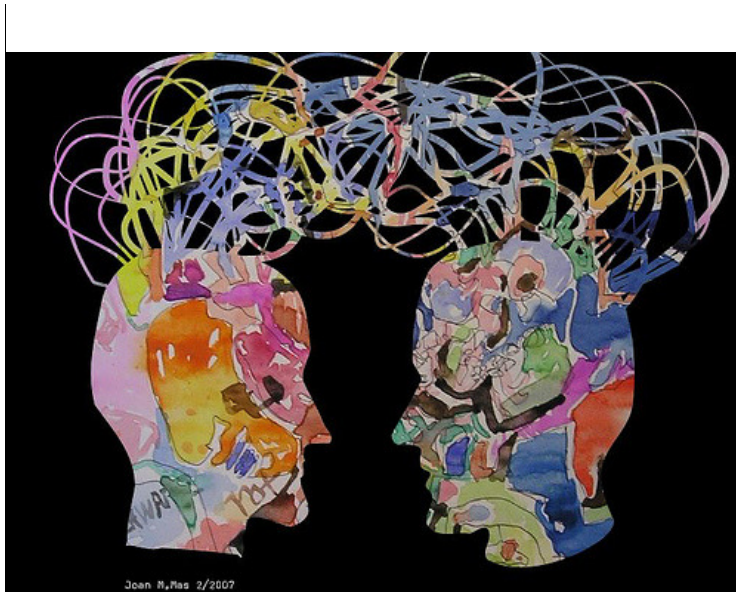




COMMUNICATING OUR RESEARCH STRATEGICALLY

Part 3

Pan – Localization Local Language Computing
Research Communications for Influence & Change



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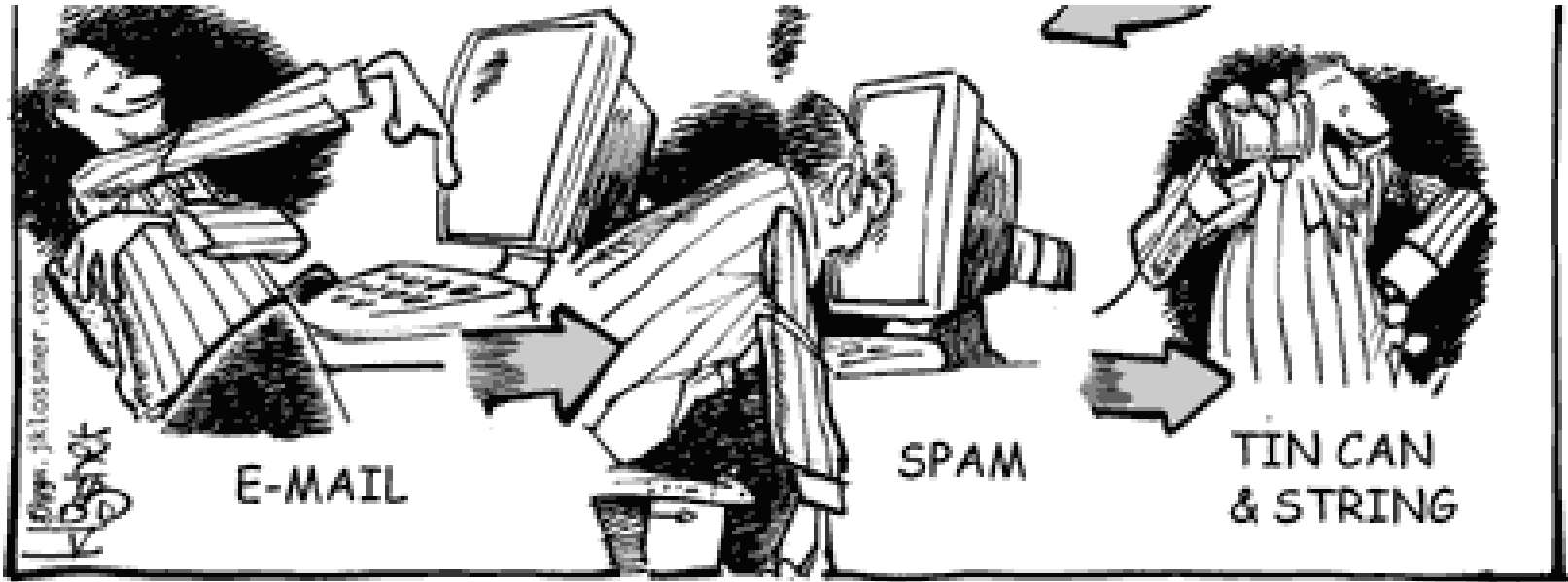
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Policy and Sustainability of
Local Language Computing in
Developing Asia

**Center For Language Engineering
Lahore, Pakistan**

Jan. 30 – Feb. 3, 2012



Researchers are...

- Evidence gatherers & generators
- Knowledge sharers
- Communicators
- Policy entrepreneurs
- Communicators
- **Change agents**



Types of Changes

- Discursive Changes
- Procedural Changes
- Content Changes
- Attitudinal Changes
- Behavioral Changes



External Communications Strategies

- ✓ Get published in research papers
- ✓ Submit abstracts, present in conferences
- ✓ Policy briefs, papers
- ✓ Flyers
- ✓ Bulletins
- ✓ Brochures
- ✓ Posters
- ✓ Website
- ✓ Audio-video presentations, Digital Stories
- ✓ Engaging with media (press releases, media kits, radio, TV, print, etc.)
- ✓ Networking
- ✓ Visual Information & Information Design



How can we communicate our ideas well?

- **S** - imple (core idea)
- **U** - nexpected (attract attention)
- **C** - redible (believable)
- **C** - oncrete (understood)
- **E** - motional (Why should they care?)
- **S** - tories (engage people)



Policy Brief

- a document which ***outlines the rationale for choosing a particular policy alternative or course of action in a current policy debate.***
- commonly produced in response to a request directly from a decision-maker or within an organisation that intends to advocate for the position detailed in the brief.



Purpose of a policy brief

- to convince the target audience of the urgency of the current problem and the need to adopt the preferred alternative or course of action outlined and therefore, serve as an impetus for action.



A Policy Brief should be

- A stand alone document
- Focused on a single topic
- Approximately 1,500 words (2-4 pages)
- A mix of text and graphics/ illustrations
- Provides suggestions for follow up reading



Press Release

- A press release, news release, media release, or press statement is a written or recorded communication directed at members of the news media for the purpose of announcing something claimed as having news value.



Digital Storytelling

- The use of digital/ICT-based tools so that ordinary people can tell their own stories in a compelling & emotionally-engaging form.
(Wikipedia)
- Uses technology to enable those with a minimum technological background/resources to produce works that “tell a story”.
- Involves combining narrative with digital content to create a short movie. (Educause)

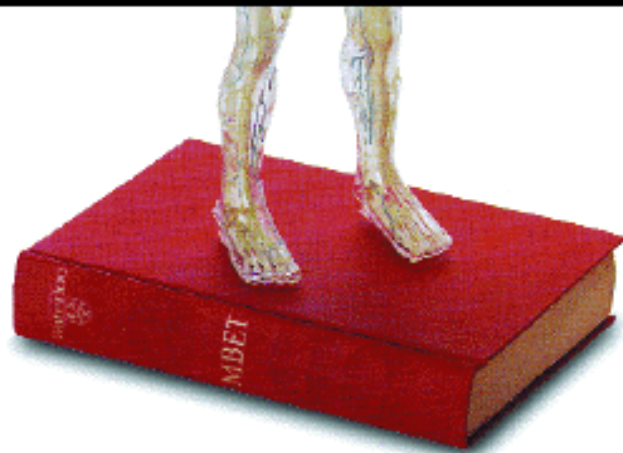


So, who should be the PanL10N's Communicators?

- Steering Committee
- Partner Institutions
- Principal Investigators
- Others?



Anatomy of an Entrepreneur



We need POLICY
ENTREPRENEURS!

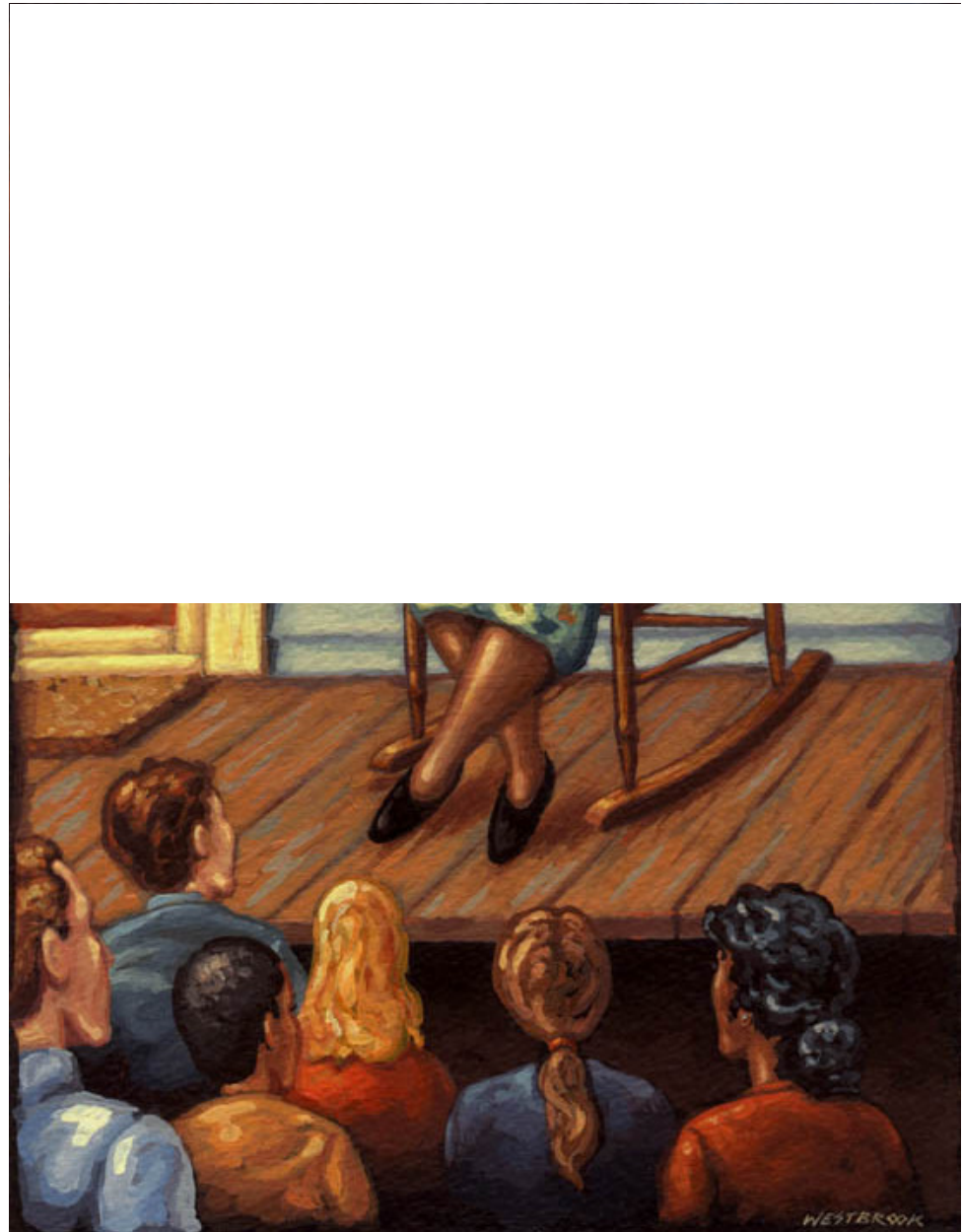
What kind of people do we need?



Networkers



Storytellers





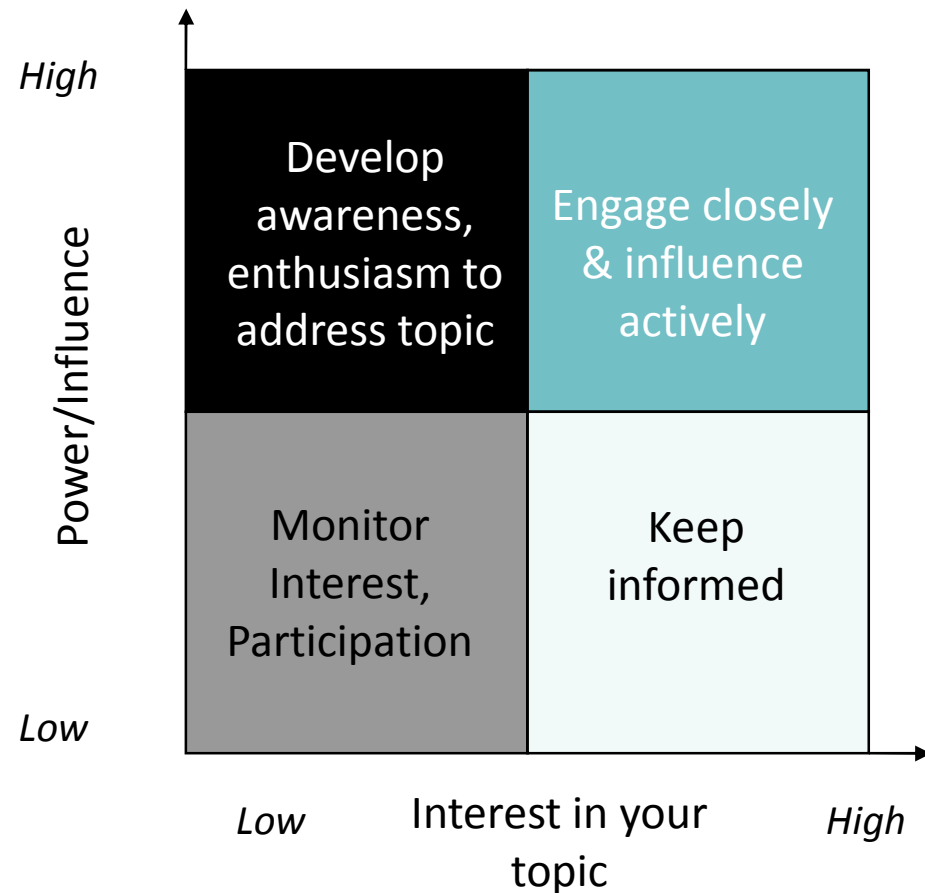
Fixers

Engineers



Stakeholder Analysis Matrix

1. Map stakeholders on the matrix
2. Identify which are the most influential
3. Who will you work with directly?



Developing a Communications Strategy

- Target Audiences
 - Who are your stakeholders, partners that you want to influence, whose attitudes, beliefs, practices you want to change?
- Communications Objectives
 - What do you want to achieve out of your communications for policy initiative?
 - What is/are the change/s you want to see?
 - Have at least one objective for each of your target audiences
- Key Messages
 - Keep it simple & sweet (KISS), short and snappy
 - “Copy-Ready” messages
 - Have at least one key message per target audience

- Tools/Tactics, Budget
 - What communications, dissemination and information sharing activities are you planning to capture your audiences' attention and achieve your objectives?
 - Have a projected budget
- Evaluation
 - How do you know your communications plan is working, achieving its objectives?

Online TB Diagnostic Committees to Improve Case Detection in the TB-DOTS Program

Comm. Objective	To convince health policymakers that online diagnosis is faster, cheaper, more efficient and as effective than conventional for the diagnosis of clinically positive, sputum negative TB patients
Target Audiences	<ul style="list-style-type: none">• Health policymakers (Minister of Health and staff, National TB Control program manager, International agencies supporting TB (eg, WHO).* Health professionals who will use the system.
Key Message	<ul style="list-style-type: none">• For health policy makers: Online TB diagnosis is faster, cheaper and as effective.• For funding agencies: Get more bang for the buck, consider online TB diagnosis.• For health professionals: Increase productivity and decrease burden of TB.

<p>Tools/Tactics</p>	<ul style="list-style-type: none"> * Demonstration projects to health policy makers, scientific community and funding agencies. * Presentations for policy makers, scientific community and funding agencies. * Seminars for policy makers, scientific community and funding agencies. * Publications (local and international).
<p>Evaluation</p>	<p><i>Process Evaluation:</i></p> <ul style="list-style-type: none"> * Number of meetings conducted with health policy makers, funding agencies and health professionals. * Number of seminars and presentations conducted with audience. <p><i>Outcome Evaluation:</i></p> <ul style="list-style-type: none"> * Large scale demonstration project for online diagnosis of TB in collaboration with national TB control program and other funding agencies. * Large scale need assessments conducted by national TB control program and implementation of the project for online diagnosis of TB.

References

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