

Further Reading

Session 1: Introduction

Pre-reads:

- [10 things to know about how to influence policy](#): More of an infographic than a read, but it covers (as the name suggests) ten key things to think about if you would like your research to influence policy or practice.
- [ROMA: A Guide to Policy Engagement and Policy Influence](#): This is an 84 page handbook which provides a wide range of tools that can be used at different stages in the policy research process. We will mention and use some of them as we progress through the whole course.

From presentation 1: Doing Knowledge Differently

- IR 36 The World's most popular rice IRRI <http://books.irri.org/IR36.pdf>
- ODI Good News Case Study: Tanzania Essential Health Interventions Project <https://cdn.odi.org/media/documents/7814.pdf>
- Marine Climate Change Impacts Partnership: <https://www.mccip.org.uk/> and Report Card 2020: <http://archive.mccip.org.uk/impacts-report-cards/full-report-cards/2020/>
- Education Endowment Foundation: <https://educationendowmentfoundation.org.uk/> and Teaching and Learning Toolkit: <https://educationendowmentfoundation.org.uk/education-evidence/teaching-learning-toolkit>
- Helping Think Tanks Measure Impact. Redstone Strategy: <https://www.redstonestrategy.com/publications/new-approach-global-think-tank-network/>
- The Cynefin Framework. Dave Snowden, Cognitive Edge: <https://www.cognitive-edge.com/the-cynefin-framework/>
- The Deming (PDCA) Cycle: <https://en.wikipedia.org/wiki/PDCA>
- Integration and Implementation Insights Toolkits for Transdisciplinary Research <https://i2insights.org/2017/07/25/toolkits-for-transdisciplinarity/>
- Policy Influence: Policy Entrepreneurs. ODI Toolkit, 2009 <https://odi.org/en/publications/policy-influence-policy-entrepreneurs/>

From presentation 2: Introduction to ROMA & Understanding the Context

- 10 things to know about how to influence policy: <https://odi.org/en/publications/10-things-to-know-about-how-to-influence-policy-with-research/>
- ROMA: A Guide to Policy Engagement and Policy Influence <https://www.odi.org/features/roma/home>
- The ADB Guide to the 5-whys: <https://www.adb.org/sites/default/files/publication/27641/five-whys-technique.pdf>
- NHS England guide to fishbone analysis: <https://www.england.nhs.uk/wp-content/uploads/2021/12/qsir-cause-and-effect-fishbone.pdf>
- ODI 5-levels of Policy (in A guide to monitoring and evaluating policy influence: <https://cdn.odi.org/media/documents/6453.pdf> (see page 2)
- The ODI Context Evidence Links Framework: [Bridging Research and Policy: Context, Evidence and Links \(Crewe & Young 2002\)](#) (the original paper) and the CEL Tool: <https://cdn.odi.org/media/documents/8854.pdf>
- The INASP Context Matters Framework: <https://www.inasp.info/publications/knowledge-policy-going-beyond-context-matters>

Session 2: Designing for impact

Pre-reads:

- Pages 23-28 (and pages 1-20 if you haven't read them already) of the [ROMA Guide to Policy Engagement and Policy Influence](#).
- The [defining impact part of the ESRC Impact Toolkit](#)
- And if you would like to get a preview of the tools we will be trying out they are: The [Alignment Interest Influence Matrix](#) and [Force Field Analysis](#)

From presentation 1: Designing for impact

- The Alignment Interest Influence Matrix (AIIM) toolsheet: <https://bit.ly/3MgcEXN> and further information: <https://www.outcomemapping.ca/nuggets/alignment-interest-influence-matrix>
- The Force Field Analysis (FFA) Tool: <https://bit.ly/3MgcEXN> and further information: <https://odi.org/en/about/features/identify-your-policy-influence-objective/>

From presentation 2: Theories of change

- NESTA Guidance for developing a Theory of Change for your Programme: https://media.nesta.org.uk/documents/theory_of_change_guidance_for_applicants_.pdf
- NCVO How to build a Theory of Change: <https://knowhow.ncvo.org.uk/how-to/how-to-build-a-theory-of-change#>
- Fast Track Impact Research Based Theory of Change: <https://www.fasttrackimpact.com/toc>

Session 3: Engaging with political policymakers and public advocacy

Pre-reading:

- The “Develop your communications strategy” part of the ROMA guide to policy influence: <https://odi.org/en/about/features/develop-your-communications-strategy/>
- A blog by Louise Shaxson on advising governments and ugly babies: <https://kirstyevidence.wordpress.com/2015/08/27/guest-post-louise-shaxson-on-advising-governments-and-ugly-babies/>
- A couple of tables on the different ways policymakers use evidence: <https://bit.ly/38G8hXh>
- Using evidence to influence policy: Oxfam's experience: <https://www.nature.com/articles/s41599-018-0176-7.pdf>

From presentation 1: Engaging with Political Policymakers

- Pretty & Sutherland 2010; The top 100 questions of importance to the future of global agriculture. International Journal of Agricultural Sustainability 8(4):219-236. DOI: 10.3763/ijas.2010.0534
- Parkhurst, J., Ghilardi, L., Webster, J., Hoyt, J., Hill, J. and Lynch, C. (2020) Understanding evidence use from a programmatic perspective: conceptual development and empirical insights from national malaria control programmes, Evidence & Policy, vol xx, no xx, 1–20, DOI: <https://doi.org/10.1332/174426420X15967828803210>
- Rickinson, de Bruin, Walsh & Hall (2017) What can evidence-use in practice learn from evidence-use in policy? Educational Research, 59:2, 173-189
- Oliver et al (2022) What works to improve research-policy engagement? Journal of Evidence & Policy. <https://doi.org/10.1332/174426421X16420918447616>

From presentation 2: Evidence report cards

- MCCI Report Card 2020 See https://www.mccip.org.uk/sites/default/files/2021-07/mccip-report-card-2020_webversion.pdf

Session 4: Communicating with key audiences

Pre-reads

- [Communicating climate change: A practitioner's guide](#). With plenty of practical tips, you can understand the main messages from this guide on the landing page on CDKN website – or read the [40 page guide \(with case studies and annexes\)](#) that has lots of concrete and inspiring examples. The CDKN Director will be our guest speaker
- [Using Evidence; What works?](#) This is an 29 page (+ annexes) discussion paper with practical tips and examples informed by research on knowledge mobilization and communication based on the synthesis of research project called [The Science of Using Science](#) by the EPPI Centre at University College London. The COM-B framework and some of the communication mechanisms will be used in our session.

From the presentation: Communicating with key audiences

- [Supporting evidence-use in policy and practice; Reflections for the What Works Network](#), Stephanie Wadell, Early Intervention Foundation Look particularly on p8 and use of COM-B framework in the What Works Centres (2021)
- <https://www.eif.org.uk/report/supporting-evidence-use-in-policy-and-practice-reflections-for-the-what-works-network>
- [EAST: Four Simple Ways to Apply Behavioural Insights](#) Behavioural Insights Team (2014) <https://www.bi.team/publications/east-four-simple-ways-to-apply-behavioural-insights/>
- [The Science of Using Science: Researching the Use of Research Evidence in Decision-Making](#). London: EPPI-Centre, Social Science Research Unit, UCL Institute of Education, University College London. Langer L, Tripney J, Gough D (2016).
- [Using Evidence: What Works?](#) Nesta: Alliance for Useful Evidence (2016)
- [The behaviour change wheel: A new method for characterising and designing behaviour change interventions](#) University College London (2011) <https://implementationscience.biomedcentral.com/articles/10.1186/1748-5908-6-42>
- [Communicating climate change: A practitioner's guide Insights from Africa, Asia and Latin America](#), CDKN (2019) https://unfccc.int/sites/default/files/resource/Communicating%20climate%20change_Insights%20from%20CDKNs%20experience.pdf
- [Net Zero: principles for successful behaviour change initiatives. BEIS Research Paper Number 2021/063](#) Londakova et al. (2021) <https://cms.qz.com/wp-content/uploads/2021/10/net-zero-behaviour-change-initiatives2.pdf>
- [Net zero public engagement and participation: A research note](#). BEIS (2021). <https://www.gov.uk/government/publications/net-zero-public-engagement-and-participation>
- [Evidence-based policy analysis in South Africa: Critical assessment of the emerging government-wide monitoring and evaluation system](#). *Journal of Public Administration*, Cloete, F. (2009) 44(2), 293-311]

Session 5: Combining digital with other communication tools - content & messaging

Pre-reads

1. [EAST: Four Simple Ways to Apply Behavioural Insights](#). Whilst this is not specifically about communication climate change knowledge, it is applicable in many areas and super-relevant to digital comms. Although it is a long document of 50 pages, The Executive Summary on pages 4-6 captures what you need and is firmly based in behavioural science.
2. [Enhancing the accessibility of climate change data visuals](#) Jordan Harold, et al, Tyndall Centre for Climate Change Research, October 2017.

3. You might also like to revisit the [CDKN practitioner guide on communicating climate change](#) in two areas that I we will be covering next time: page 14-22 on 'framing' climate change messages and page 38-40 on 'making good science go viral'

From the presentation: Combining digital with other communication tools - content & messaging

- <https://www.nonprofitmarketingguide.com/about/> - *The Nonprofit Communications Trends Report 2022* that surveys NGOs across US:
- [EAST: Four Simple Ways to Apply Behavioural Insights](#) Behavioural Insights Team (2014) <https://www.bi.team/publications/east-four-simple-ways-to-apply-behavioural-insights/>
- https://tyndall.ac.uk/wp-content/uploads/2021/09/Data_Visuals_Guidance_Full_Report_0.pdf - useful guidance on producing data visualisations
- Kosslyn, S. M. (1989) Understanding charts and graphs. *Applied Cognitive Psychology*, 3(3), 185-225 – guidance on avoiding jargon and help the reader/audience make sense of the information by eg making important information visually salient by using contrast in colour or size, relative to less important information.
- <https://gcs.civilservice.gov.uk/guidance/marketing/behaviour-change/> - more tips on simplifying digital and other messages relating to climate change.
- [Supporting evidence-use in policy and practice; Reflections for the What Works Network](#), Stephanie Wadell, Early Intervention Foundation Look particularly on p8 and use of COM-B framework in the What Works Centres (2021)
- <https://behavioralscientist.org/your-ideas-are-not-your-identity-adam-grant-on-how-to-get-better-at-changing-your-mind/> - Adam Grant in the problem of 'binary bias' - just seeing things as black and white.
- <https://www.pnas.org/doi/10.1073/pnas.1913678117#:~:text=Results%20show%20that%20whereas%20people,mostly%20for%20verbal%20uncertainty%20communication> - the effects of communicating uncertainty on public trust in facts and numbers' van der Blas et al, 2020
- <https://climatecommunication.yale.edu/about/projects/global-warmings-six-americas/> - Yale research on "Global Warming's Six Americas" outlines six unique audiences within the American public that each responds to the issue in their own distinct way:
- Tversky, B., Morrison, J. B., & Betrancourt, M. (2002). Animation: Can it facilitate? *International Journal of Human-Computer Studies*, 57(4), 247-262 – on whether animated or interactive or static visuals might be easier for readers to comprehend.
- https://tyndall.ac.uk/wp-content/uploads/2021/09/Data_Visuals_Guidance_Full_Report_0.pdf - guidance from the Tyndall Centre on tools for how to communicate effectively in the visual medium:
- <https://climatevisuals.org/> - the Climate Visuals project conducted research in three countries (the UK, Germany and the US) with members of the public, producing a set of principles for more effective communication, as well as an evidence-based image library based on these principles.
- <https://www.ipcc.ch/site/assets/uploads/2017/08/Climate-Outreach-IPCC-communications-handbook.pdf> - IPCC guidance on telling a human story to connect with real world, not abstract ideas and 'big numbers' alone.
- <https://www.ukri.org/councils/esrc/impact-toolkit-for-economic-and-social-sciences/how-to-use-social-media/choosing-what-social-media-you-use/#contents-list> for more tips on social media for knowledge and research
- <https://theconversation.com/why-the-uk-government-is-paying-social-media-influencers-to-post-about-coronavirus-145478> - during Covid, governments and transnational bodies (e.g. World Health Organization) paid social media stars to promote test and trace services to and get accurate, vetted information about COVID-19 in front of millennials.

- [Policy windows for the environment: Tips for improving the uptake of scientific knowledge](#) Rose, David et al 2020-11, Vol.113, p.47-54 – on thinking about the importance of timing of when you want to communicate your message. Also <https://www.researchgate.net/publication/3188> - Policy windows for the environment. Tips for improving the uptake of scientific knowledge.

Session 6: Coordination and Tracking Impact

Pre-reads

- [The RAPID Outcome Mapping Approach and project management for policy change](#) – a 2-pager on how to combine ROMA with PRINCE2 for research project management.
- [How to design a monitoring and evaluation framework for a policy research project](#) – this is 40 pages, so I'd recommend reading Chapter 1: Introduction (pages 6-8) and then skimming through Chapter 3: The six monitoring and evaluation areas for policy research (pages 12-27) if you are feeling enthusiastic.

On managing for impact:

- Doing development differently: who we are, what we're doing and what we're learning: www.odi.org/publications/10662-doing-development-differently-who-we-are-what-were-doing-and-what-were-learning
- PDIA toolkit A DIY Approach to Solving Complex Problems: https://bsc.cid.harvard.edu/files/bsc/files/pdiatoolkit_ver_1_oct_2018.pdf
- After Action Review: https://www.betterevaluation.org/en/evaluation-options/after_action_review
- PRINCE2: <https://www.prince2.com/uk/what-is-prince2>
- The RAPID Outcome Mapping Approach and project management for policy change: <https://cdn.odi.org/media/documents/7173.pdf>
- Action against hunger, Designing and managing research projects, a practical guide for fieldworkers: https://www.actionagainsthunger.org/sites/default/files/publications/ACF_Designing_and_Managing_Research_Projects_Guideline_2016_FV.pdf
- Wiley- Seven essential tips for managing a large research project: <https://www.wiley.com/network/researchers/writing-and-conducting-research/seven-essential-tips-for-managing-a-large-research-project>
- MRC Good Research practice: Principles and guidelines: https://www.ukri.org/wp-content/uploads/2021/08/MRC-0208212-Good-research-practice_2014.pdf
- KFPE Guide for transboundary research partnerships: https://11principles.org/attachment/1/download/guide_11p_7q_e2nd.pdf

On MEL of policy impact:

- Steve Denning. What is a story. What is narrative meaning: <http://www.stevedenning.com/Business-Narrative/definitions-of-story-and-narrative.aspx>
- Final report of an external evaluation of the Think Tank Initiative: <https://cdn.odi.org/media/documents/8576.pdf>
- Performance stories / Collaborative Outcomes Reporting: https://www.betterevaluation.org/en/resource/overview/collaborative_outcome_reporting_technique
- Informing REDD+ policy An assessment of CIFOR's Global Comparative Study: <https://cdn.odi.org/media/documents/10024.pdf>
- Supporting impact across a multi-dimensional research programme: https://opendocs.ids.ac.uk/opendocs/bitstream/handle/20.500.12413/12852/Chapter9_Social_Realities_of_Knowledge_for_Development.pdf

- DEGRP Final Project completion review <https://devtracker.fcdo.gov.uk/projects/GB-1-202168/documents> (scroll to the bottom of the page)