Sesi 6: Menyusun Policy Brief

Shita Dewi

Agenda

- 10.30 – 10.45: Pengantar
- 10.45 – 11.30: Menyusun Policy Brief
- 11.30 – 12.00: Diskusi contoh policy brief

Bahan Bacaan

- **Implementation research evidence uptake and use for policy-making (***Health Research Policy and Systems 2012, 10:20***)**

- **Yes, research can inform health policy; but can we bridge the 'Do-Knowing It's Been Done' gap?** (Health Research Policy and Systems 2011, 9:23)

- **The Knowledge Translation Toolkit: Bridging the Know-Do gap, a resource for researchers (IDRC, 2011) .** Available online at: http://www.idrc.ca/EN/Resources/Publications/Pages/IDRCBookDetails.aspx?PublicationID=851

- J. Lavis. J. Lomas, M. Hamid and N. Sewankamo. **Assessing Country-Level Efforts to Link Research to Action.** Bulletin of the World Health Organisations, 84 (2006): 620 – 28. Available online at: http://www.who.int/bulletin/volumes/84/8/06-030312.pdf

- **What Difference does a Policy Brief Make?** Penelope Beynon, Christelle Chapoy, Marie Gaarder and Edoardo Masset (August 2012).   Available online PDF [[115p.] at: http://bit.ly/NX9hWx

In an age where we know much, why are we applying so little or it?

- Don't know
- Don't understand
- Don't care
- Don't agree

Knowledge Translation

Models:

- Push efforts
- Pull efforts
- Exchange efforts
- Integrated efforts

Role of decision makers:

- Passive audience
- Decision maker
- Responsive audience
- Integral Partner

"Evidence-based" policy?
Proceed with care

- The meaning of "evidence" is always *defined* by audience
- Evidence depends on *context*
- No one piece of evidence can possibly address every aspect a policy-maker must consider
- Evidence is *fluid* and *fallible*

Mengidentifikasi Isu Kebijakan

Apa isu kebijakan yang Anda angkat?

- Relevan?

- Agenda Setting?

- Level apa yang Anda akan pengaruhi?

- Values? Politicking?

- Apa yg Anda ingin capai?

Mengidentifikasi Target Audiens

Siapa target audiens yg relevan untuk isu kebijakan yang Anda angkat?

- Siapa target audiens yang paling penting yang HARUS mendengar advokasi Anda?
- Siapa target audiens yang SEBAIKNYA mendengar advokasi Anda?
  - *Those who can make the process easier or more difficult*
  - *Those who might indirectly help or hinder*

Context Mapping Tools

- *Stakeholder Analysis*
- Force Field Analysis
- Influence Mapping
- Policy Network Mapping
- Etc.

Contoh: Stakeholder Analysis

- Identifikasi pemangku kepentingan

	Pemangku kepentingan sektor publik	Pemangku kepentingan sektor swasta	Pembangku kepentingan masyarakat sipil
Primer			
Sekunder			

- Identifikasi tingkat *interest* dan *power* mereka
- Strategi: Matriks Interest-Power

Menyusun Pesan

- Isi inti policy brief
  - Problems, Possibilities, Policies
- Prinsip AIDA
  - **A**ttention
  - **I**nterest
  - **D**esire to act
  - **A**ction

Strategi Komunikasi

- Tentukan media yg akan digunakan
- Identifikasi resources yang diperlukan
  - Material, orang, uang
- Tentukan waktu yang tepat
  - Event, policy cycle
- Mekanisme evaluasi dan feedback
  - Bagaimana Anda mengukur seberapa berhasil advokasi dari policy brief Anda?

Latihan

- Susun draft singkat inti Policy Brief yg terdiri dari 3P: problem, possibilities, policy:

  - Pengantar/latar belakang masalah (1 – 2 paragraf): *problem's cause, why change is important*
  - Berbagai evidences yang ada, yang perlu diketahui decision-maker untuk membuat keputusan (2-3 paragraf): *analysis of the problem*
  - Kebijakan yang disarankan, apa langkah-langkahnya dan apa implikasinya (1-2 paragraf) : *who could and who should solve it, proposed solution, what action is needed*

- Identifikasi siapa target audiens policy brief Anda
- Waktu: 45 menit

Have your policy brief addressed those who ...

- Don't know
- Don't understand
- Don't care
- Don't agree