Research to action: communicating more effectively with decision makers

The COHRED Group

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1. What have we (not) argued?

• Scientific (health-related) information is crucial for a variety of different stakeholders.

• Policymakers – politicians and government officials need accessible and accurate information to make informed decisions.

• The public (??) – a key pressure group on governments can help determine whether or not a research project is implemented successfully. This has significant implications for defining research agendas.
2. Two main approaches? (broadly)

• Direct engagement / communication: taking science / research to the community, events, initiatives, participatory research, campaigns, the arts and popular culture...

• Media as public intermediaries: science journos, networks, building relationships, capacity building, humanise the story...new media and ICTs....
Introduction

3. Moving forward for today’s session?

- Challenges in communicating with policymakers?
- Challenges in communicating with the media?
- Examples of cases in the public and private sectors (what made them tick or not)
- The case of/for Tanzania?
- Resources and way forward?