

Research to action: communicating more effectively with decision makers

The COHRED Group



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Introduction: communicating research

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.*

Introduction

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?

- Why? What? How? When? Where? Who?*
- 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?*