

Table 1: How to influence policy and practice

What you need to know		What you need to do	How to do it
Political		• Who are the policy makers? • Is there policy maker demand for new ideas? • What are the sources/strengths of resistance? • What is the policy-making process? • What are the opportunities and timing for input into formal processes?	
Evidence		• What is the current theory? • What are the prevailing narratives? • How divergent is the new evidence? • What sort of evidence will convince policy makers?	
Links		• Who are the key stakeholders in the policy discourse? • What links and networks exist between them? • Who are the intermediaries and what influence do they have? • Whose side are they on?	• Partnerships between researchers, policy makers, and communities • Identify key networks and safepeople • Use informal contacts
External influences		• Get to know the donors, their priorities and constraints. • Identify potential supporters, key individuals, and networks. • Establish credibility • Keep an eye on donor policy and look out for policy windows	• Develop extensive background on donor policies • Orient communications to suit donor priorities and language • Try to work with the donors and seek commissions • Contact (regularly) key individuals