

Presentation Wrap Up

- **ACLU**

- Importance of a “good name”; a title that speaks to the issue
- Pathos: framing issues to be relatable and interesting to many stakeholders

- **CLCC**

- Emphasis on Spin and audience
- Champions and unlikely allies; borrow Ethos!
- Policy Briefs written in a day

- **CLRJ**

- Emphasis on community connections in creating policy
- Policy Brief as a “Tool of Influence”
- The ABCs of a Policy Brief: intro includes reasons for why issue must be addressed

See my presentation notes on my website!

What is a Policy Brief?

- A short document that presents the findings and recommendations of a research project
- A medium for exploring an issue and identifying lessons learned from research
- Advice for how to solve a social issue

Education Innovation Institute
POLICY BRIEF
 September 2013
 University of Northumbria Newcastle

Student Retention vs. Social Promotion: A False Dichotomy

Highlights

The Ultimate Goal
 For all students to work to their potential and become productive, engaged citizens.

The Problem
 Some children enter school significantly behind peers or fall behind over time. Many never catch back up.

Symptoms of Problem
 Social promotion lumps age groups together but fails to address substantial learning deficits.

Popular Response
 Retain students who cannot pass high-stakes tests at key grades, such as third-grade reading.

Possible Unintended Consequences
 Retained students are often placed back in the same environment in which they originally failed and many never catch up. Retained students become disengaged and unmotivated. Students may be retained in grade for every subject after failing only one or two.

Keep Thinking
 Research to test the only, evidence to social promotion. Other strategies focus on catching problems well before students meet high-stakes tests. They include: close monitoring began in the earliest grades; frequent, high-quality classroom assessments to inform instruction; intensive tutoring tailored to specific needs; summer school and before- and after-school programs to provide extra learning time; and efforts to increase parental engagement. While students need to be retained, schools can find creative ways to retrofit the specific skills they failed while introducing new concepts to keep them engaged.

Articulation & Transfer
 Examining Current Collaboration Issues Between Community Colleges & Four-Year Institutions

Participate
 Knowledge from the margins for 2015



Working with the most marginalised to catalyse sustainable change after 2015

"We are trying our best to bring change but we can't do it, and tackle wider social problems alone. So we want you to work with us." (Mathare, Nairobi, Spatial Collective 2013)

The vision of development expressed by people living in greatest poverty and marginalisation should be at the heart of the post-2015 debate. Current participatory research in 29 countries reveals two sets of principles for how development should happen. The first calls for a recognition of the rights of those experiencing extreme poverty and marginalisation to enable all people to flourish. The second centres on collective action for social and policy change. Change must occur through more democratic relationships in families and communities, and mechanisms which allow marginalised citizens to hold governments accountable.

As the call to 'leave no one behind' gains traction, policy responses must go beyond current MDG targets that have incentivised focus on the easiest to reach. They need to contend with the complexity of poverty and deliver development that concentrates on the hardest to reach, integrating the insights of those most affected by poverty if sustainable change is to be achieved.

Rights and recognition can change social norms

"Our rights of privacy, freedom are not respected ... In fact, the society knows that we are not heard. Often the view is that what we say should not be taken at face value ... Even our truths get interrogated." (Chennai, India Praxis 2013)

People experiencing poverty and marginalisation talk about rights as a crucial means to achieving equality and dignity in their societies. The rights they prioritise reflect the deficits that they feel most keenly in their own lives. Formal recognition of rights in law or as constitutional requirements are a critical milestone, but do not automatically translate into concrete outcomes. The reality for the poorest, experienced through the behaviour and attitudes of government officials, often fails to reflect this. Collective action is needed for them to become a force for positive change. State support through legislation that challenges discrimination is essential, but must work in conjunction with cultural change and value shifts to reduce stigma and exclusion. The post-2015 development framework should ensure the inherent dignity of all by fostering global norms that eradicate discriminatory practices and empower people at the local level.

Above: Praveen Duttar is a community mapper for Spatial Collective. She is a resident of Mathare, Nairobi, Kenya, and her interests are to improve both her knowledge and also the living standards of her community. microkams.com/2013/09/01/

Participate
 Knowledge from the margins for 2015
 Web: www.participate2015.org
 Email: participate@ids.ac.uk
 Twitter: @participate2015

What is in a Policy Brief?

- **Introduction & Summary:** Includes a title and a short summary that attracts readers
- **Policy Context:** Research and visuals that explain why this issue must be addressed
- **Critique of Policy Options:** An overview of existing policy options: attempted, implemented, and advocated
- **Recommendations & Implications:** A series of suggestions for solving the issue of inequality and possible outcomes



Working with the most marginalised to catalyse sustainable change after 2015

"We are trying our best to bring change but we can't do it, and tackle wider social problems alone. So we want you to work with us." (Mathare, Nairobi, Spatial Collective 2013)

"Our rights of privacy, freedom are not respected ... In fact, the society knows that we are not heard. Often the view is that what we say should not be taken at face value ... Even our truths get interrogated." (Chennai, India Praxis 2013)

The vision of development expressed by people living in greatest poverty and marginalisation should be at the heart of the post-2015 debate. Current participatory research in 29 countries reveals two sets of principles for how development should happen. The first calls for a recognition of the rights of those experiencing extreme poverty and marginalisation to enable all people to flourish. The second centres on collective action for social and policy change. Change must occur through more democratic relationships in families and communities, and mechanisms which allow marginalised citizens to hold governments accountable.

As the call to 'leave no one behind' gains traction, policy responses must go beyond current MDG targets that have incentivised a focus on the easiest to reach. They need to contend with the complexity of poverty and deliver development that concentrates on the hardest to reach, integrating the insights of those most affected by poverty if sustainable changed is to be achieved.

Rights and recognition can change social norms

"Our rights of privacy, freedom are not respected ... In fact, the society knows that we are not heard. Often the view is that what we say should not be taken at face value ... Even our truths get interrogated." (Chennai, India Praxis 2013)

People experiencing poverty and marginalisation talk about rights as a crucial means to achieving equality and dignity in their societies. The rights they prioritise reflect the deficits that they feel most keenly in their own lives. Formal recognition of rights in law or as constitutional requirements are a critical milestone, but do not automatically translate into concrete outcomes. The reality for the poorest, experienced through the behaviour and attitudes of government officials, often fails to reflect this. Collective action is needed for them to become a force for positive change. State support through legislation that challenges discrimination is essential, but must work in conjunction with cultural change and value shifts to reduce stigma and exclusion. The post-2015 development framework should ensure the inherent dignity of all by fostering global norms that eradicate discriminatory practices and empower people at the local level.

Above: Parent Odhio is a community mapper for Spatial Collective. She is a resident of Mathare, Nairobi, Kenya, and her interests are to improve both her knowledge and also the living standards of her community. MicroKanshi, Spatial Collective 2013

Participate
Knowledge from the margins for good
Web: www.participate2015.org
Email: part@participate2015.ac.uk
Twitter: @participate2015

What's in a Policy Brief

- **Introduction & Summary:** Includes a title and a short summary that attracts readers
- **Policy Context:** Research and visuals that explain why this issue must be addressed
- **Critique of Policy Options:** An overview of existing policy options: attempted, implemented, and advocated
- **Recommendations & Implications:** A series of suggestions for solving the issue of inequality and possible outcomes



Briefing Paper
April 2008

37

Rising food prices: A global crisis

Action needed now to avert poverty and hunger

Soaring food prices pose problems for three groups. First, the poor whose ability to buy food is undermined. Second, governments of low-income countries facing higher import bills, soaring costs for safety net programmes and political unrest. Third, aid agencies juggling increased demands for food, cash and technical advice. High food prices threaten the gains made since the 1960s and highlight the long-term need for investment in, and better management of, the global food supply.



The rising price of corn poses a threat to the world's poor.

Key points

- Food prices have been rising since 2000, spiked in early 2008, and may remain high for another ten years
- Prompt action is needed to protect the poorest and support low-income countries faced by surging import bills
- In the medium term, economic and agricultural growth can offset the damage, but this will require more determined efforts to boost food production

Overseas Development Institute
ODI is the UK's leading independent think tank on international development and humanitarian issues.
ODI Briefing Papers present information, analysis and key policy recommendations on important development and humanitarian topics.
This and other ODI Briefing Papers are available from www.odi.org.uk

What is happening and why?

Before recent price hikes, the real price of food had been falling since the 1950s. The 'green revolution' that began in the mid-1960s saw developing world farmers planting improved varieties of cereals, prompting extraordinary increases in yields, falling food prices and reductions in poverty.

But food prices have risen since the early 2000s, and particularly since 2006. The price of a tonne of wheat climbed from \$105 in January 2006, to \$167 in January 2008, to \$481 in March 2008 (IMF Primary Commodity Prices, 2008). Forecasts for the next ten years predict continuing high prices because of structural changes in supply and demand.

On the supply side, rising oil prices mean increased costs for fertilisers, machine operations and transport. As Figure 1 shows, oil prices have risen faster than food prices and the price of nitrogen fertilisers has risen with them. In the US the price index for nitrogen fertiliser stood at 118 in 2000 but reached 204 by 2006 (US Department of Agriculture, 2008). USDA expects

unit costs of production of cereals to rise by up to 15% between 2006-7 and 2016-17.

Short-term supply shocks include poor harvests in some exporting countries – particularly Australia where drought has hit wheat production – at a time of dwindling world cereal stocks. Speculation in commodity prices by investors may have contributed to price rises, and the falling value of the dollar has not helped. Some exporting countries have imposed taxes, minimum prices, quotas and outright bans on exports of rice and wheat.

On the demand side, growing incomes in countries such as China and India mean rising demand for meat. OECD and FAO forecast that in non-OECD countries consumption of meat and dairy produce will rise by up to 2.4% a year between 2007 and 2016 (von Braun, 2007). Much of the additional meat, and some of the dairy, will be produced by feeding grains to livestock.

Once oil prices top \$60 a barrel, biofuels become more competitive and grains may be diverted to biofuel production (Schmidhuber, 2006). With oil now costing over \$100 per barrel – and the US and EU trying to reach biofuel

Existing Policy Options:
What other options currently exist?

New or Better Policies:
What other options SHOULD exist?

WHAT should a Policy Brief be like?

- **Short and to the point!**
Think quality, not quantity
- **Based on firm evidence!**
Look at various examples, organizations, experiences, etc.
- **Focus on method AND meanings**
Be as clear about *what* should be done as why
- **Relate to the big picture**



Working with the most marginalised to catalyse sustainable change after 2015

"We are trying our best to bring change but we can't do it, and tackle wider social problems alone. So we want you to work with us." (Mathare, Nairobi, Spatial Collective 2013)

The vision of development expressed by people living in greatest poverty and marginalisation should be at the heart of the post-2015 debate. Current participatory research in 29 countries reveals two sets of principles for how development should happen. The first calls for a recognition of the rights of those experiencing extreme poverty and marginalisation to enable all people to flourish. The second centres on collective action for social and policy change. Change must occur through more democratic relationships in families and communities, and mechanisms which allow marginalised citizens to hold governments accountable.

As the call to 'leave no one behind' gains traction, policy responses must go beyond current MDG targets that have incentivised a focus on the easiest to reach. They need to contend with the complexity of poverty and deliver development that concentrates on the hardest to reach, integrating the insights of those most affected by poverty if sustainable change is to be achieved.

Rights and recognition can change social norms

"Our rights of privacy, freedom are not respected ... In fact, the society knows that we are not heard. Often the view is that what we say should not be taken at face value ... Even our truths get interrogated." (Chennai, India Praxis 2013)

People experiencing poverty and marginalisation talk about rights as a crucial means to achieving equality and dignity in their societies. The rights they prioritise reflect the deficits that they feel most keenly in their own lives. Formal recognition of rights in law or as constitutional requirements are a critical milestone, but do not automatically translate into concrete outcomes. The reality for the poorest, experienced through the behaviour and attitudes of government officials, often fails to reflect this. Collective action is needed for them to become a force for positive change. State support through legislation that challenges discrimination is essential, but must work in conjunction with cultural change and value shifts to reduce stigma and exclusion. The post-2015 development framework should ensure the inherent dignity of all by fostering global norms that eradicate discriminatory practices and empower people at the local level.

Above: Funmi Odunfa is a community mapper for Spatial Collective. She is a resident of Mathare, Nairobi, Kenya, and her interests are to improve both her knowledge and also the living standards of her community. MicroKansai, Spatial Collective 2013

Participate
Knowledge from the margins for good 2015
Web: www.participate2015.org
Email: part1k@participate2015.ac.uk
Twitter: @participate2015

HOW should a Policy Brief be like?

- **Your objective is to persuade:**
Use Ethos, Pathos, & Logos
- **Make it approachable**
Be mindful about how easy it is to connect to the title and key ideas; people are more likely to read things they care about
- **Make it look attractive**
Using images and diagrams is crucial



Working with the most marginalised to catalyse sustainable change after 2015

"We are trying our best to bring change but we can't do it, and tackle wider social problems alone. So we want you to work with us." (Mathare, Nairobi, Spatial Collective 2013)

Rights and recognition can change social norms

"Our rights of privacy, freedom are not respected ... In fact, the society knows that we are not heard. Often the view is that what we say should not be taken at face value ... Even our truths get interrogated." (Chennai, India Praxis 2013)

The vision of development expressed by people living in greatest poverty and marginalisation should be at the heart of the post-2015 debate. Current participatory research in 29 countries reveals two sets of principles for how development should happen. The first calls for a recognition of the rights of those experiencing extreme poverty and marginalisation to enable all people to flourish. The second centres on collective action for social and policy change. Change must occur through more democratic relationships in families and communities, and mechanisms which allow marginalised citizens to hold governments accountable.

As the call to 'leave no one behind' gains traction, policy responses must go beyond current MDG targets that have incentivised a focus on the easiest to reach. They need to contend with the complexity of poverty and deliver development that concentrates on the hardest to reach, integrating the insights of those most affected by poverty if sustainable change is to be achieved.

People experiencing poverty and marginalisation talk about rights as a crucial means to achieving equality and dignity in their societies. The rights they prioritise reflect the deficits that they feel most keenly in their own lives. Formal recognition of rights in law or as constitutional requirements are a critical milestone, but do not automatically translate into concrete outcomes. The reality for the poorest, experienced through the behaviour and attitudes of government officials, often fails to reflect this. Collective action is needed for them to become a force for positive change. State support through legislation that challenges discrimination is essential, but must work in conjunction with cultural change and value shifts to reduce stigma and exclusion. The post-2015 development framework should ensure the inherent dignity of all by fostering global norms that eradicate discriminatory practices and empower people at the local level.

Above: Funmi Odunsi is a community mapper for Spatial Collective. She is a resident of Mathare, Nairobi, Kenya, and her interests are to improve both her knowledge and also the living standards of her community.

Below: Spatial Collective 2013

Participate
Knowledge from the margins for the world
Web: www.participate2015.org
Email: participate@ids.ac.uk
Twitter: @participate2015

Brainstorm!

Policy Brief

- What is the issue (the policy debate)?
- Who is the audience?
- Who are the stakeholders?
- What are their interests?
- So, what are you recommending (what policy action)?
- What is your outreach plan for the brief?