

Developing a personal policy impact plan: 'Starting out' template

The message: What do I want to say? What is the key point from my research that I want a policymaker to hear and take seriously?

Summarise the point(s) clearly and concisely.

So what? Why should they care about this topic? Why does it matter?

What is the impact of the issue? Who/how many does/could it affect? How does the UK compare to other places? What evidence do I have for this?

The routes: Who might be interested in this issue? Who could I work with?

For example, informal routes: working with civil society/advocacy organisations and groups (e.g. patient groups, trades unions, professional associations; or more formal routes, Parliament (All-Party Parliamentary Groups, individual MPs, relevant select committee inquiries, library paper authors?)

The framing: How can I communicate this message persuasively? What framing may resonate/cut through?

How could you combine different forms of evidence? How could you make this connect? How could you humanise your message? How could you make your message stand-out?

Mentoring: Who can support me?

Who within your networks, discipline or institution had an established track-record in policy impact who could offer specific advice?

Credibility: Why should they listen to me?

What expertise, experience or network do I bring? Whose voices do I carry with me? What is the evidence base/underpinning research?

Profile raising: How will they find me?

Am I associated with this issue/area online? Can I be easily linked to the issue via a search of google, linkedin or other platforms? Could I build presence in this area through, e.g.: blog posts, short youtube videos, twitter threads? How could you respond to current events e.g.: pitching to the Conversation, blog post, Heseltine Institute policy brief?