Advocacy-to-Action Gap

"The road to inaction is paved with research reports"
Advocacy-to-Action Gap

- How the gap is manifested
- Tip # 1: useful policy advocacy framework
- Tip # 2: key actions that make a difference in moving advocacy to action
Advocacy-to-Action Gap

- How the gap is manifested
  - Stereotypes
Advocates' Stereotypes of Policymakers

- uninterested or too busy to read
- reach hasty conclusions
- take actions unsubstantiated by evidence
- distrust research findings
- limited perspective
Policymakers’ Stereotypes of Advocates

- make pronouncements unsubstantiated by data or research findings
- avoid providing policy options (choice)
- excessive use of technical jargon
- little appreciation of my (the policymaker’s) priorities and information needs
Obstacles to the uptake of scientific information in development policymaking

- Low scientific understanding by policymakers: 64%
- Limited openness by politicians: 61%
- Lack of dissemination of research findings: 59%
- Lack of incentives: 56%
- Lack of institutional channels for incorporation: 44%
- Scientific findings not relevant to policy: 33%
- Scientific data not perceived as credible: 31%
- Jargon does not fit the policy environment: 30%
- Too little scientific information available: 28%
- Too much scientific information to be useful: 15%

Percentage
Conceptual Contradictions

- Rational Models
- Enlightenment Model
Enlightenment Approach
Components of Policy Process

1. Problem Identification
2. Agenda Setting
3. Policy Formulation
4. Decisionmaking
5. Policy Implementation
6. Evaluation
Multiple Streams and Policy Change

Window of opportunity
Strategies for Affecting the Process

- Intervene in the process by actively manipulating three key factors
- Develop strategic plans that coordinate and maximize the manipulation of these factors
Activities to Support Policy Change

- Agenda-setting
- Coalition Building
- Policy Learning
Agenda Setting

- Helping to get key issues on the agenda and keep the attention of decisionmakers.

- Characteristics of issues that reach agenda:
  - Clear, measurable indicators or research evidence (problems)
  - Feasible policy or program alternatives (solutions)
  - Attention-focusing events
  - Policy champions
Coalition Building

- Systematic mobilization of individuals around key issues from:
  - government
  - the academic community
  - professional associations
  - the media
  - the private voluntary sector
  - interest/advocacy groups
  - business
Policy Learning

- Contributing to the ongoing stream of information to key stakeholders:
  - a continuous process using multiple information sources and channels

- Knowledge acquisition also includes
  - Complex power relations
  - Changing institutional arrangements
Moving the Spheres Together

Coalition Building

POLITICS

PROBLEMS
SOLUTIONS

Policy Learning

Window of opportunity

Agenda Setting
Improving the Advocacy-to-Action Process

- Understanding what the obstacles are to the uptake of new information
- Accepting that decisions are based on an accumulation of knowledge
- Understanding how information enters the decisionmaking process and the factors that influence change