



Policy-relevant research

What can you do to increase the utility of your research for policy-makers?

Here are 3 considerations for reaching out to policy-makers to communicate the findings and implications of your research.

1. Know your audience – Government has its own priorities and your research can help; however, it is unlikely that your research will drive government’s agenda.
2. Commit to your consumer partners – Consumers are the most effective spokespersons for their issues. They carry messages to policy-makers far more credibly than researchers can.
3. Be specific with your message – Exactly what policy you are seeking to change? Make a simple declarative statement about how your research informs that change – eg., “Our research shows that ...”

Find more information [here](#)