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Fundamentals of the Policy Process

Creating a Window of Opportunity for Policy Change

PRESENTATION BY **MARISSA YEAKEY**
OF THE **POPULATION REFERENCE BUREAU**

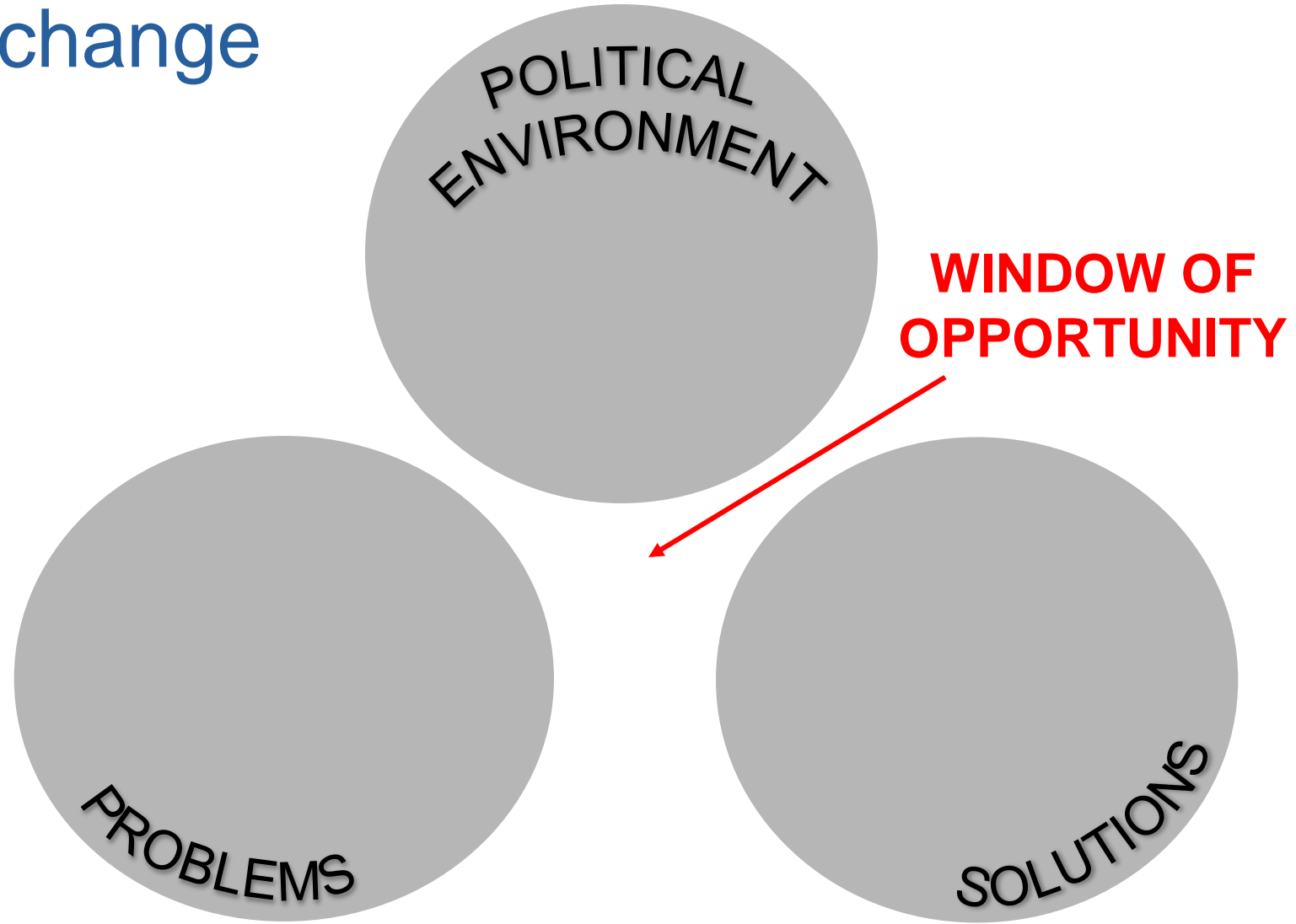


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A window of opportunity for policy change





Strategies for affecting the process

- Organizations and individuals can actively influence national and international policy through strategic engagement
- Effective research communication is often part of the process of creating a window for policy change



Systematic elements to affecting agendas and influencing policy change

- Attention focusing
- Policy communities
- Policy and program learning

Moving the spheres together



1. Attention focusing - Transnational Influences

- Efforts by international organizations and advocates to embrace causes that concern them
 - Norm promotion
 - Creation of global development goals
 - Enticement of financial and technical assistance



1. Attention focusing- Credible indicators

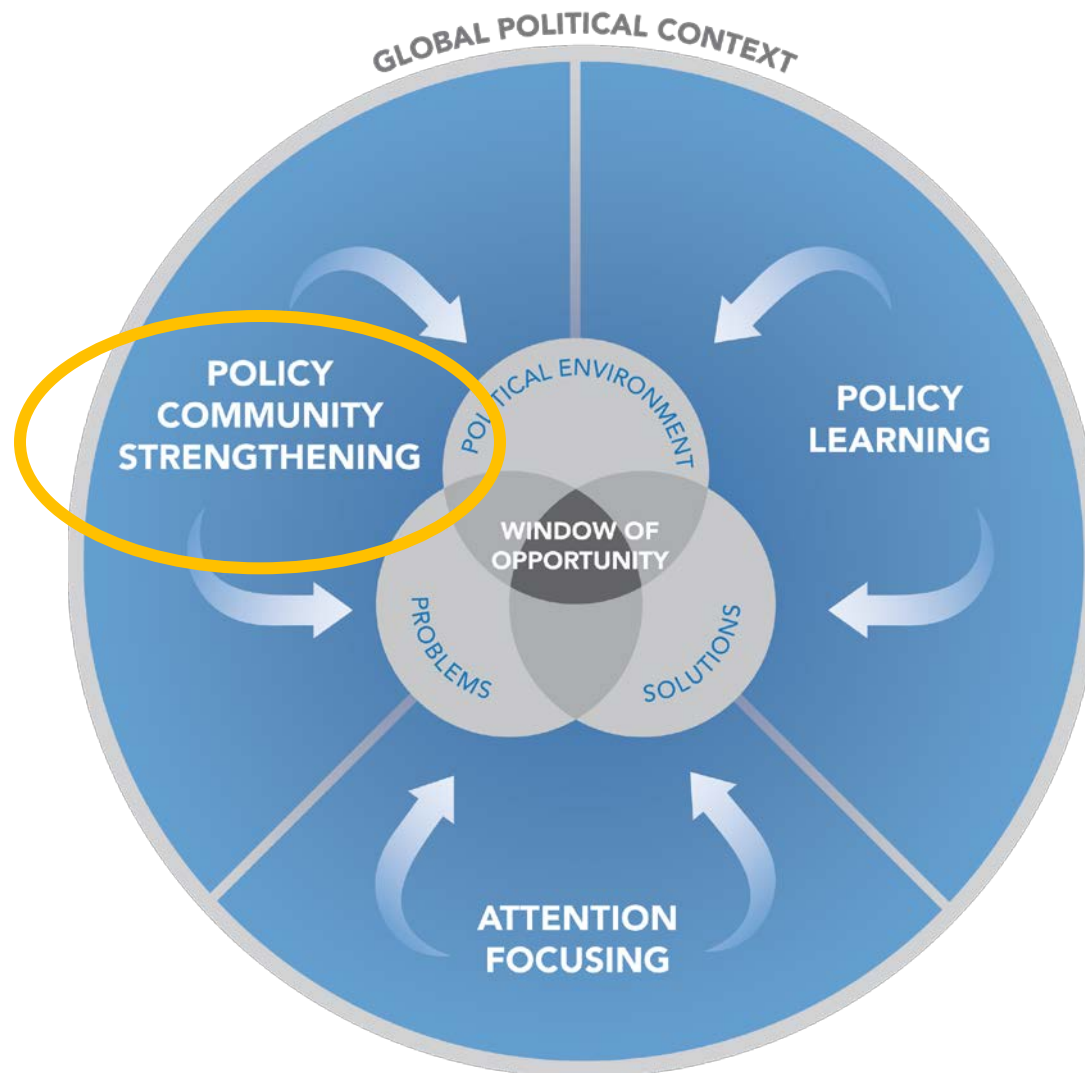
- Give visibility to problems or solutions
- Give importance to an issue
- Stimulate action

1. Attention focusing- Focus events

- Press conferences
- Public events, conferences, seminars, and speeches
- International and national days of attention



Moving the spheres together





2. Building policy communities

- Policy community:

Networks of actors from different types of organizations – government agencies, legislatures, NGOs, universities, professional associations – committed to common causes



2. Building policy communities- Key elements

- An agreed upon common framing of the issue that brings groups together
- Trust and belief that peers have a commitment to the common goal
- Shared incentive and benefit to participation

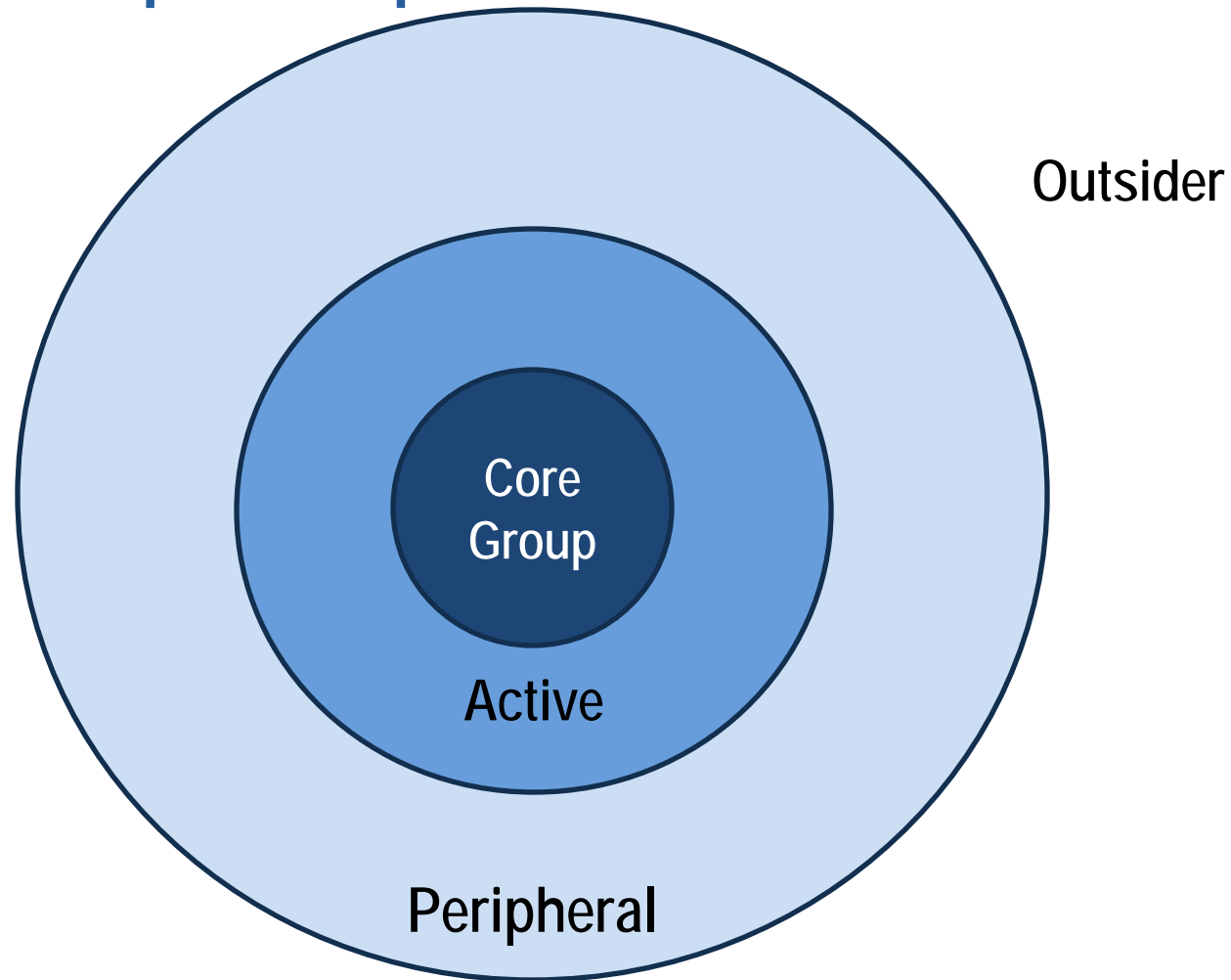


2. Building policy communities- Policy entrepreneurs or champions

Committed individuals who

- Define a problem and keep attention focused over a long period of time
- Exercise leadership in formal and informal settings
- Advocate for feasible policy and program alternatives

2. Building policy communities- Levels of participation

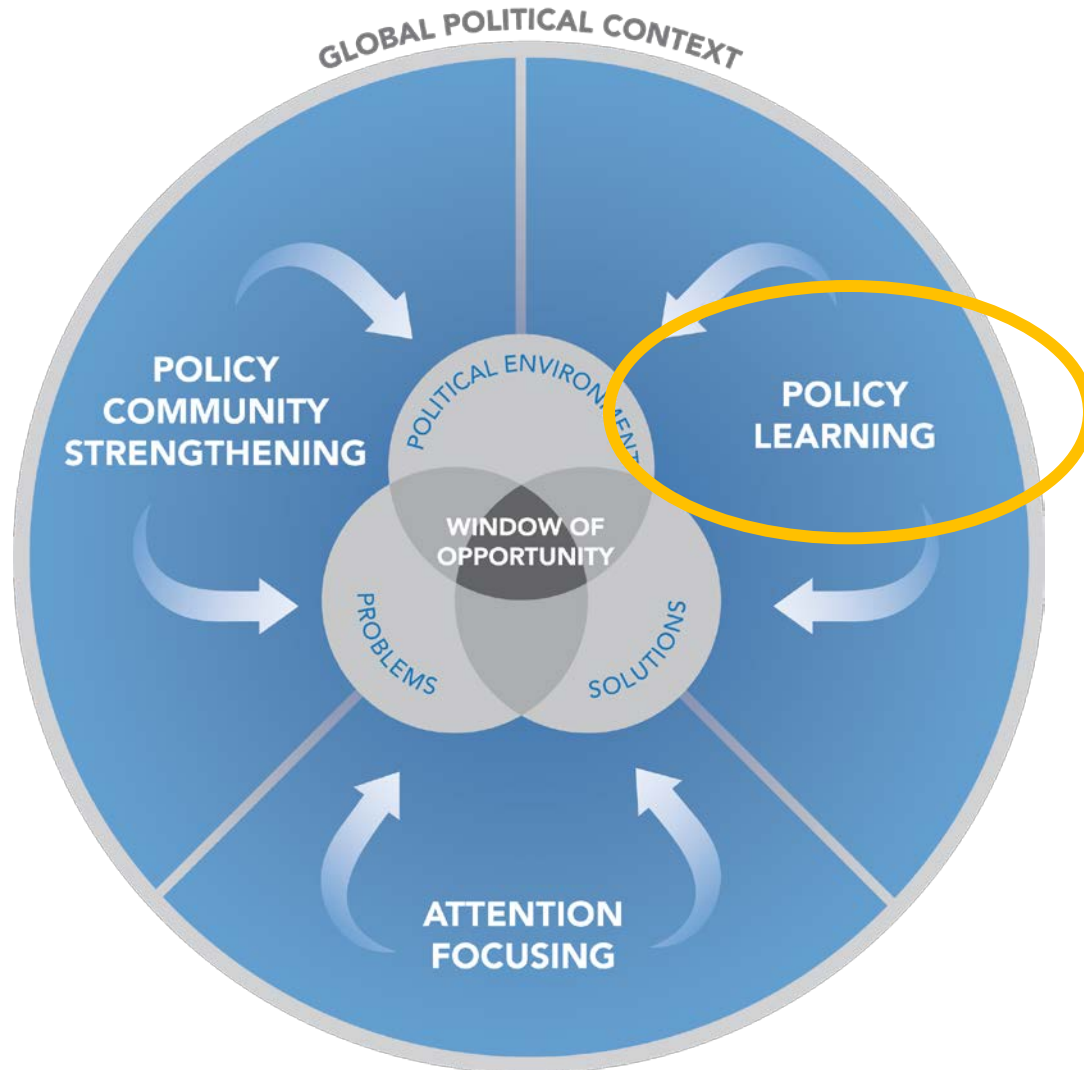


2. Building policy communities- Supportive activities

- Create, facilitate, and/or strengthen advocacy coalitions
- Provide information to existing networks



Moving the spheres together





3. Policy and program learning: Clear policy/program alternatives

- Policy makers more likely to act if presented with clear proposals
- Best alternatives are:
 - Demonstrated to be successful
 - Cost-effective
 - Technically feasible
 - Politically feasible



3. Policy and program learning- Understand decisionmakers learning

- Ongoing stream of information to policymakers
- Key elements
 - Strategic dissemination
 - Comes from a credible source
 - Accessible to policy audiences
 - Space for policy dialogue

40% of women and girls cut or at risk of #FGM /C in the US live in 5 cities ow.ly/Y0gvVw #endFGM



40% OF WOMEN AND GIRLS
CUT OR AT RISK OF FGM/C IN THE U.S. LIVE IN FIVE CITIES

TOP 5 METRO AREAS IN THE UNITED STATES

- 1. NEW YORK
- 2. WASHINGTON, DC
- 3. MINNEAPOLIS
- 4. LOS ANGELES
- 5. SEATTLE

SHARE AND SPREAD THE WORD ON ZERO TOLERANCE DAY FEBRUARY 6

RETWEET 1 LIKES 3



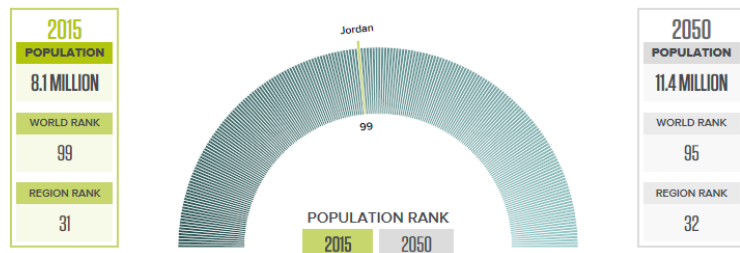
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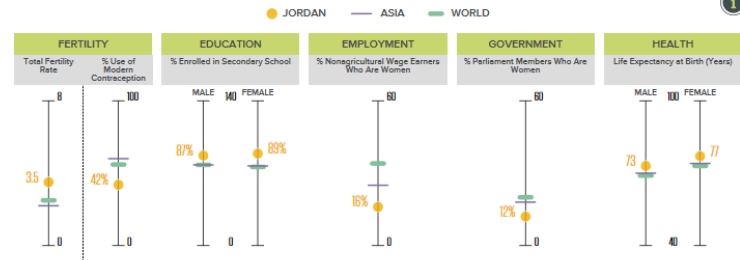
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2015 WOMEN'S EMPOWERMENT INDICATORS



WORKING PAPER

The Impact of Population, Health, and Environment Projects: A Synthesis of the Evidence

Rachel Winnik Yavinsky
Carolyn Lamere
Kristen P. Patterson
Jason Bremner

June 2015



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2015 World Population Data Sheet

with a special focus on women's empowerment

71

Worldwide average life expectancy in years — 73 years for women, 69 years for men.

7.3 billion

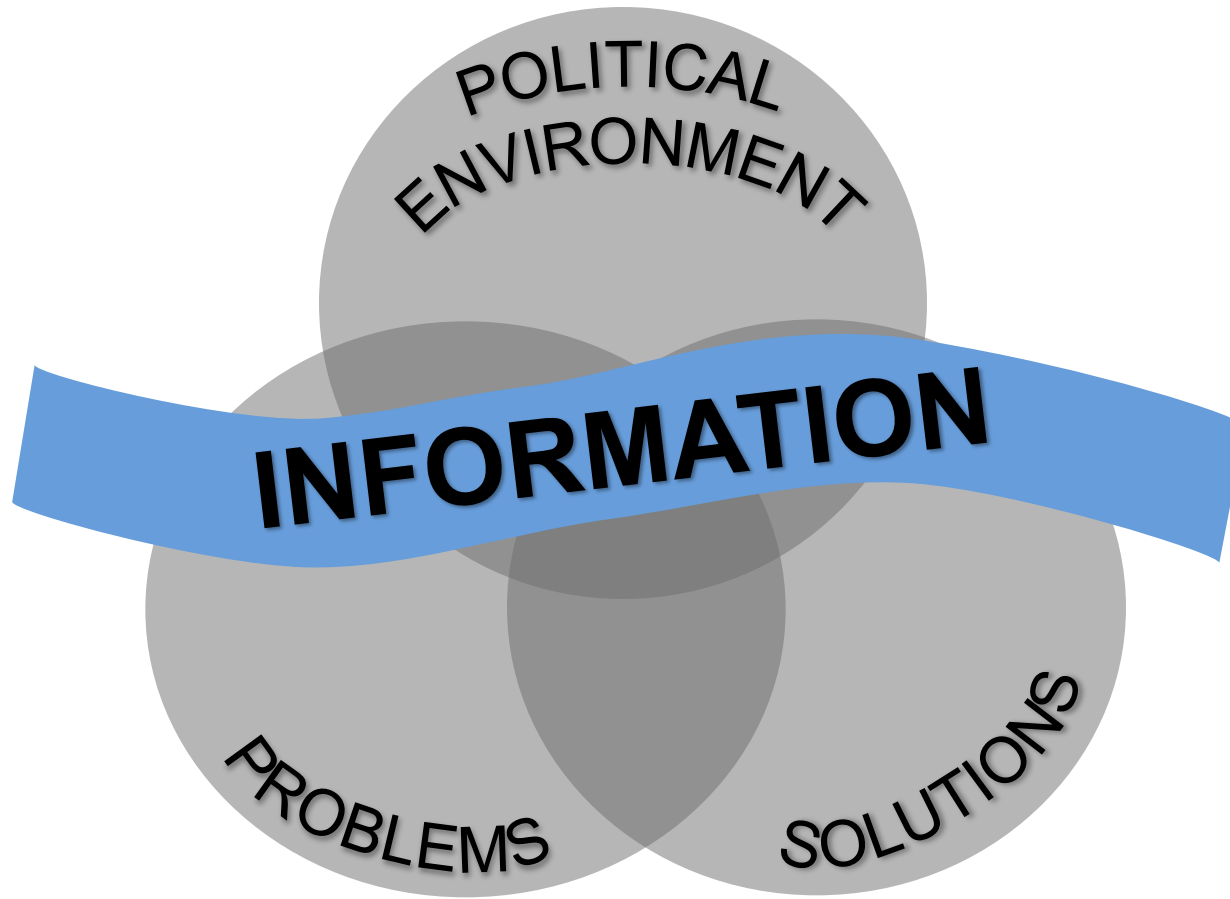
The world population in 2015.

\$15,030

Average global gross national income per capita — \$39,000 in more developed countries, \$2,275 in least developed.

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Policy and program learning- Flow of information

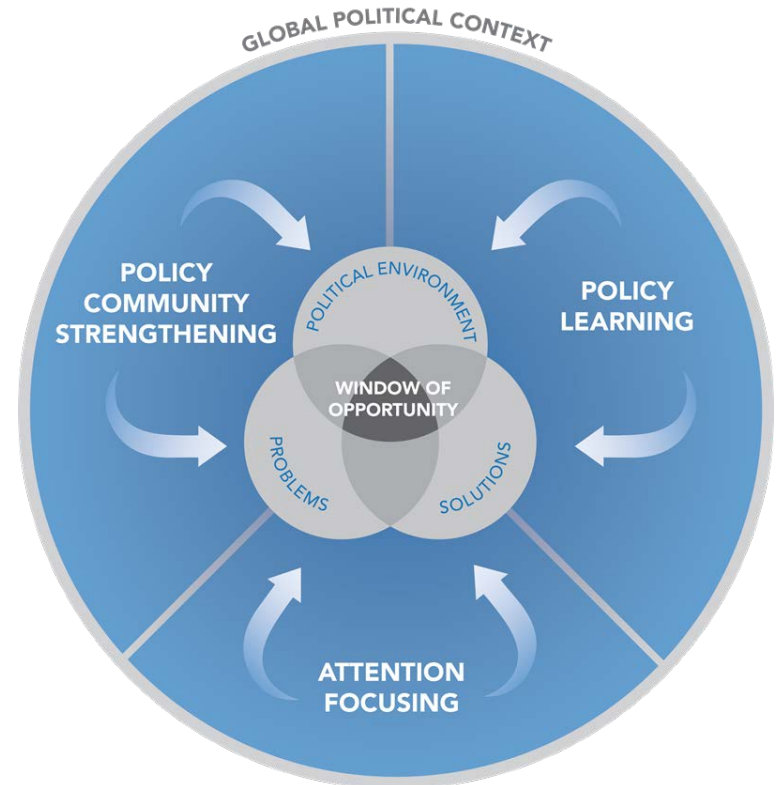




Take-Aways...

- Policy change can take place when there is:
 - A clear problem
 - Feasible, sensible solutions
 - The political climate is ripe for action
- The priority of problems, solutions, and the perceived feasibility of policy change can be influenced by:
 - Attention focusing
 - Strengthening policy communities
 - Policy and program learning

As a researcher, there is a role for you in each of these areas. You can help create a window of opportunity for policy change!



Learn more

- Ashford, L.S., Smith, R.R., De Souza, R., Fikree, F.F. & Yinger, N.N. Creating windows of opportunity for social change: incorporating evidence into decentralized planning in Kenya. *Bulletin of WHO* 2006; 84:669-672.
- Kingdon, J. *Agendas, alternatives, and public policies*. Boston: Little, Brown and Company. 1984.
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- Shiffman, J., Sultana, S. Generating political priority for neonatal mortality reduction in Bangladesh. *American Journal of Public Health* 2013; 103(4): 623-631.