Communicating to decision-makers
The beginning and the end

- **How will the data be useful to them?**
  - Be a necessary piece of a larger apparatus (value)
  - Distill the information, but don’t dumb it down
  - Avoid becoming a “shelf statistic”

- **Involve decision-makers from the beginning**
  - Yes, a good product sells itself... but...
    - Go where they work
    - Bring them to where you work
    - Budget these activities
Experience: Sayana Press self-injection study

- Implementer: Ghana Health Service
- Research Lead: Population Council

Broader goal:
- Increase acceptor rates
- Contribute to mCPR

Objective: conduct a pilot study to assess the feasibility and acceptability of Sayana Press and self-injection family planning service providers and users in Ghana
Experience: Sayana Press self-injection study

- Technical Advisory Group formed months before study began:
  - contributions to study design
  - Ownership of process and findings

- Data Part 1: training of service providers
- Data Part 2: 3-time surveys among clients

- Seek wider audience

- Data to inform national policy for provision of new contraceptive in public and private sector