

**Advocacy based on
research evidence**

Key issues

How to link knowledge and action?

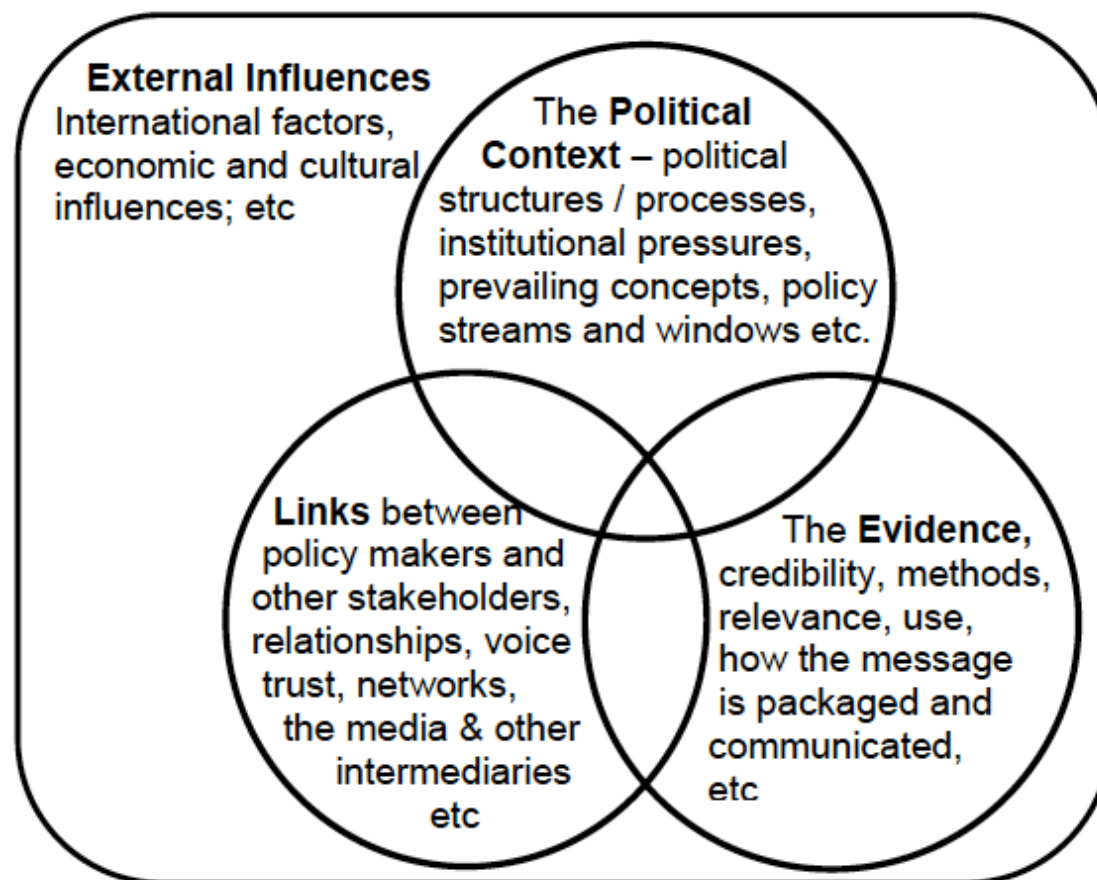
- RAPID framework: research / policy links (ODI)
- a knowledge management model (Boisot)

How to “translate” research?

- mapping and prioritizing audiences
- designing proper research outputs for each

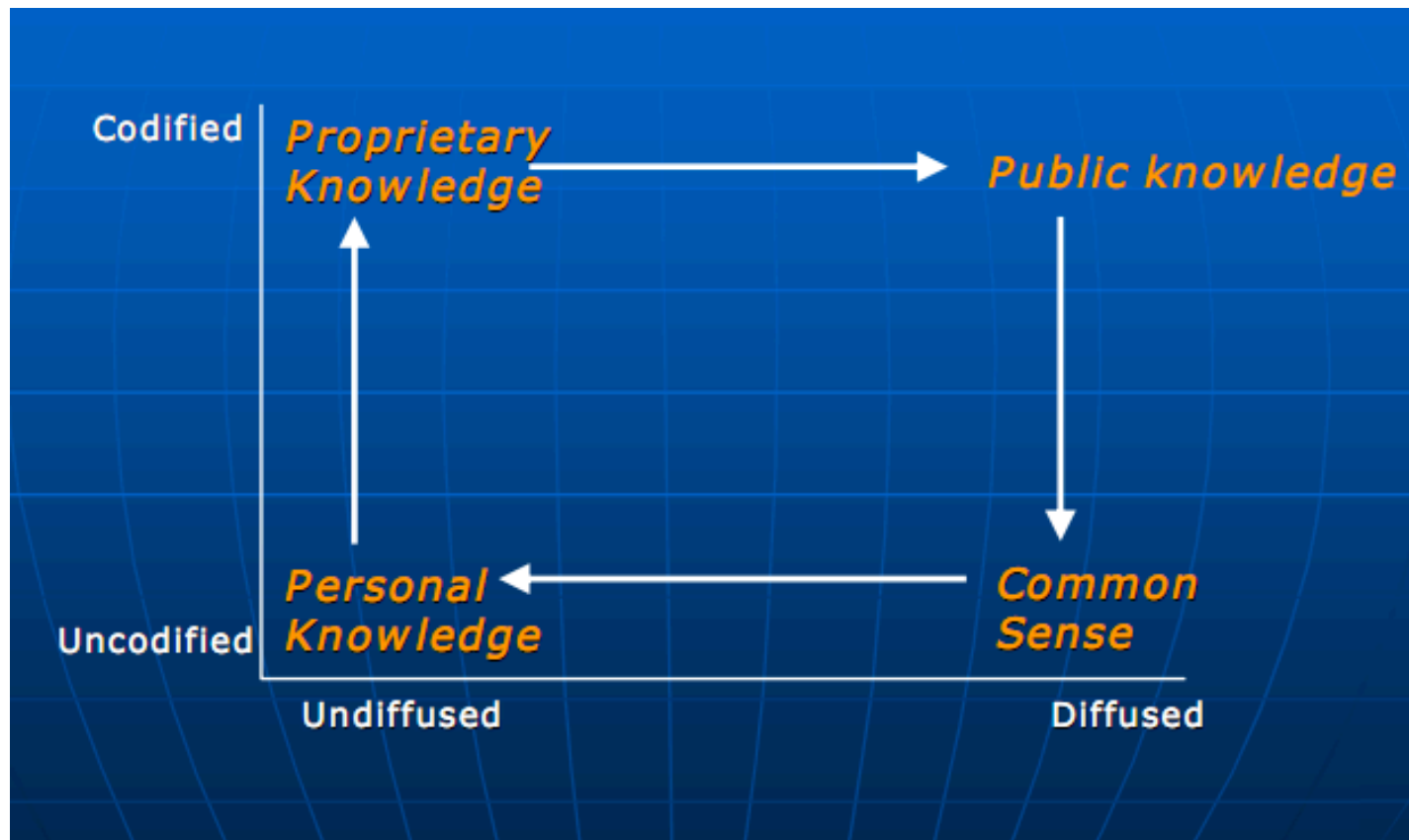
Linking knowledge and action

RAPID framework (ODI 2009):



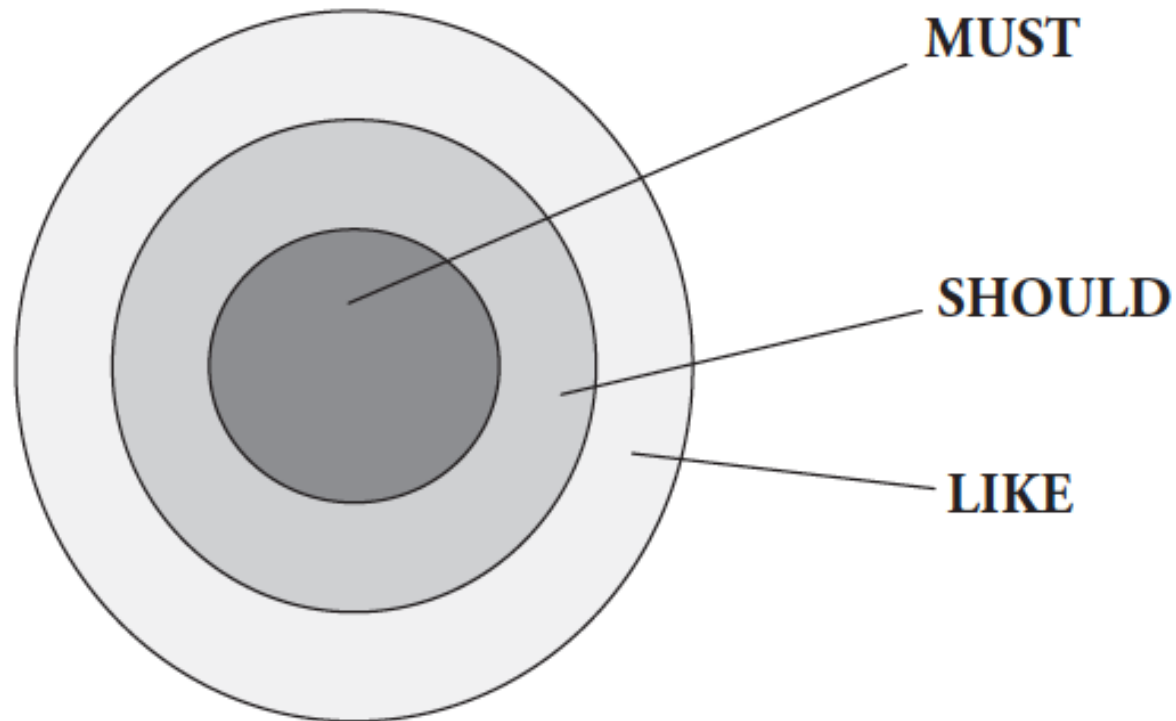
Linking knowledge and action

A knowledge management model (Boisot 2003):



Translating research

Mapping and prioritizing audiences:



Translating research

Outputs should fit target audiences' needs

Exercise:

1. Identify target audiences
2. Prioritize them (must, should, like)
3. Evaluate their knowledge needs
4. Plan research outputs for each

Advocacy based on research evidence:

- links knowledge to audiences
- translates research to each