RUPRI Health Panel Lessons Learned from Policy Staff
Washington, DC

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What do we seek to accomplish?

- Inform
- Educate
- Influence
Learn from primary audience

• Policy makers
• Therefore Staff
• But keep in mind their other sources
Become a “reputable source”

• Provide a nonpartisan viewpoint

• Be seen as an expert in the field

• Respond in a timely manner to requests

• Provide policy relevant information specific to user needs

• Have a strong past working relationship with the frequent users
Then provide timely, relevant information

• Keep up with the current policy topics on the Hill by monitoring committee hearings and reading Hill periodicals such as Congressional Quarterly, Congress Daily, and Roll Call.

• Make the products immediately available electronically in ways that allow users to find relevant documents when needed.

• Send products designed for use by policy-makers to other rural health, health policy, and provider organizations and contacts that regularly interact with users.

• Notify staff when new findings are published and provide a link to an electronic copy of the document.
Packaged for use

• A document’s title provides the initial impression about its purpose and its policy implications; therefore, the title should be precise and use key words to describe the topic of the document.

• Visuals, particularly graphs, are extremely valuable to the staff as they are often used by congressional representatives during presentations.

• When including graphs, the author should make certain each graph can stand alone without additional text to explain it.
Packaged for use, continued

• Some policy makers may prefer talking points; therefore, findings illustrated in the graphs should also be repeated in the narrative of the document, including the statistical results (i.e., percents, dollars, or numbers).

• State-level results are a valuable addition to users and should be included in findings when available.

• The use of color, specifically in visuals, attracts the reader’s attention; however, using pictures or graphics with no real content is strongly discouraged as it lengthens the downloading time and uses more ink to print.
Meaning for specific products

- Working Papers/Reports
- Brief Summaries
- One-Page Summary of Current Research Centers Work
- Rural Health Research in Progress – Printed Copy
Thank you!

For more information: http://www.rupri.org/