

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/>

