

# Influencing Environmental Policy

## ABSTRACT

*Cultivating relationships with policymakers about environmental issues takes time, but it can yield meaningful opportunities for policy impact. There are many key actors who have a role to play in influencing policy. Identify those individuals most relevant to the policy change you want to see and seek to influence them. Think about who supports the changes the community wants, and who might block the policies that the communities want. And just as important: who are the people who influence these key players in the policy turf? Remember that focusing on just one champion for your results in government and policy makers isn't ideal.*

*Another strategy is to consider the use of a wide array of tools to communicate effectively. First, humanize complex issues. Second, if you have them, use a few “killer facts.” Third, use visualizations to increase accessibility. Fourth, perfect your 30 second elevator pitch. And finally, “the messenger can be as important as the message.” It doesn't always have to be the researcher who goes out and communicates results; key allies may be better placed to deliver the word.*

## FRAMING YOUR MESSAGE

### Questions to Consider When Preparing Your Message

What is the issue?

Are there any bills regarding this issue? If so what is the bill number?

- Are they effective?

What are some key facts of statistics regarding the issue?

Who is your audience (which people, what values?)

What information and what format works best for your audience?

- Written or verbal?
- Social media or print media?

What is your goal?

- Increase awareness?
- Generate support?
- Motivate action?

What do you want to see happen?

How does this issue impact you personally?

What is the opposite view regarding the issue?

- How would you respond?



[8 lessons on how to influence policy with evidence – from Oxfam’s experience \(worldbank.org\)](https://www.worldbank.org/)