# A Vital Resource

## Exploring The Research Translation Toolkit

February 9, 2023

While we wait for others to join, please introduce yourself in the chat by entering your name, affiliation, country of residence, and why you joined this webinar.

RESEARCH TECHNICAL ASSISTANCE CENTER

# WELCOME FROM DR. EMMANUELLA DELVA

**Acting Managing Director, Research Division**
**Deputy Director for Research Policy, Research Division**
**Innovation, Technology, & Research Hub (ITR)**
**USAID | Development, Democracy, and Innovation**

# In your experience, what factors influence research uptake?

Mentimeter

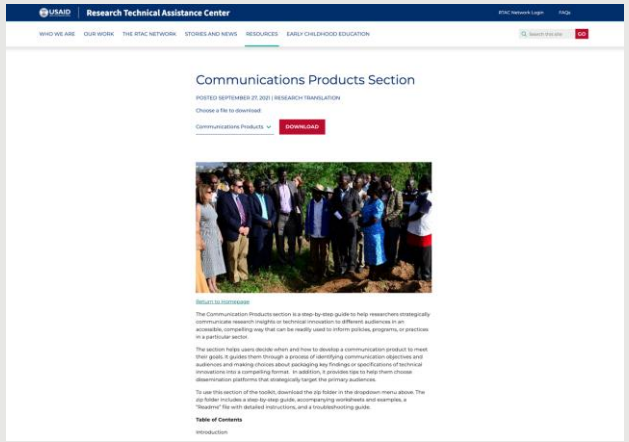

75

# OVERVIEW OF THE RESEARCH TRANSLATION TOOLKIT

# COMPREHENSIVE GUIDE TO RESEARCH TRANSLATION

- The Research Translation Toolkit is a comprehensive, standalone resource that can be used by anyone who wants to bridge the gap between research production and research utilization.
- Each section includes exercises, fillable forms, and templates to help you apply the information in the toolkit to your own work.

# ONE TOOLKIT, THREE SECTIONS

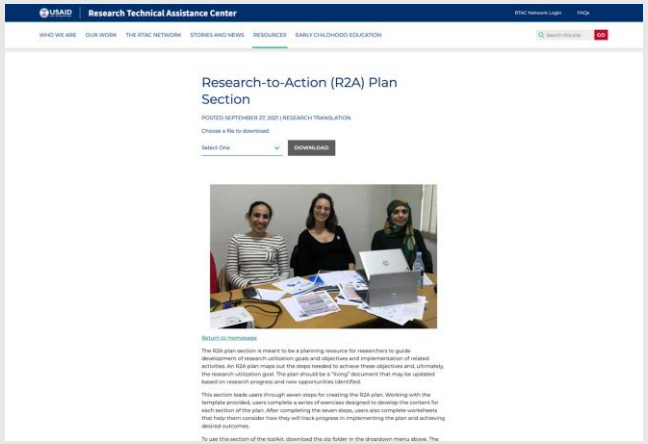



**SECTION 1**

Stakeholder Analysis


**SECTION 2**

Communication Products

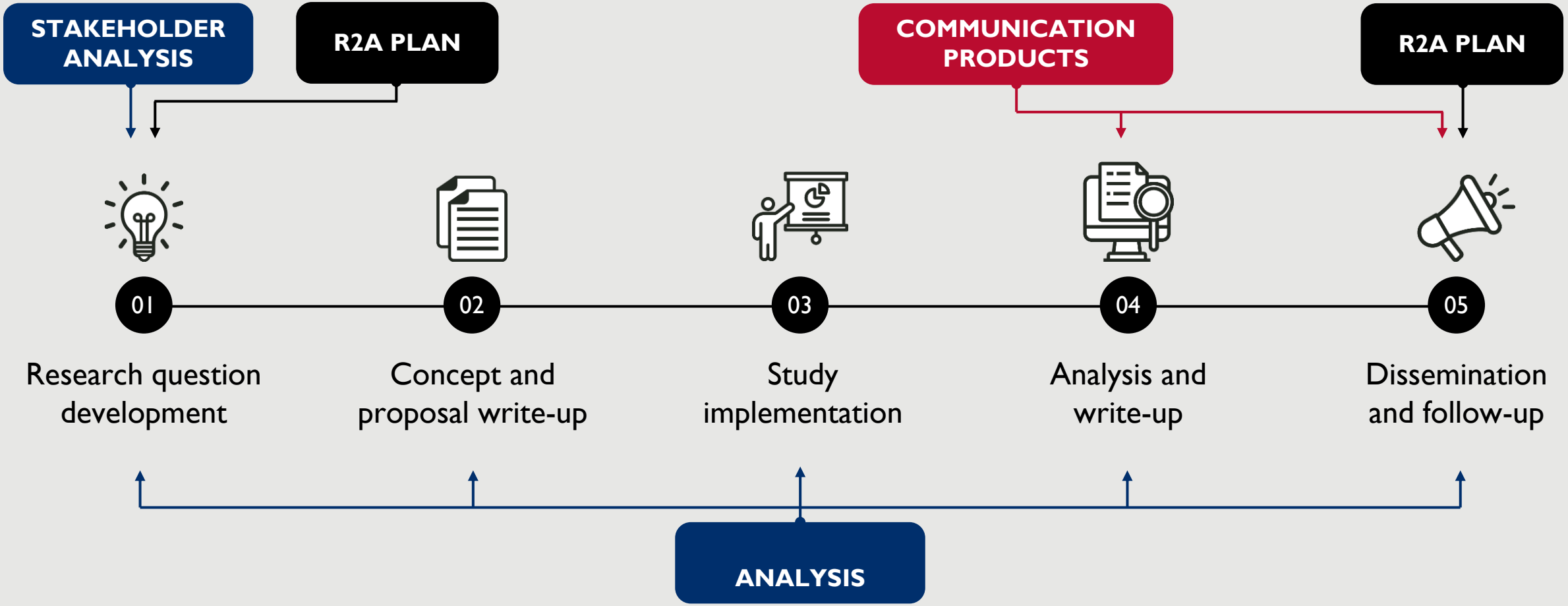



**SECTION 3**

Research-to-Action (R2A) Plan

When used together, these three sections can help you craft strategies and messages to influence decisions and achieve development impact more effectively throughout the research process.

# TOOLKIT SECTIONS ARE USEFUL AT CRITICAL STAGES IN THE RESEARCH PROCESS

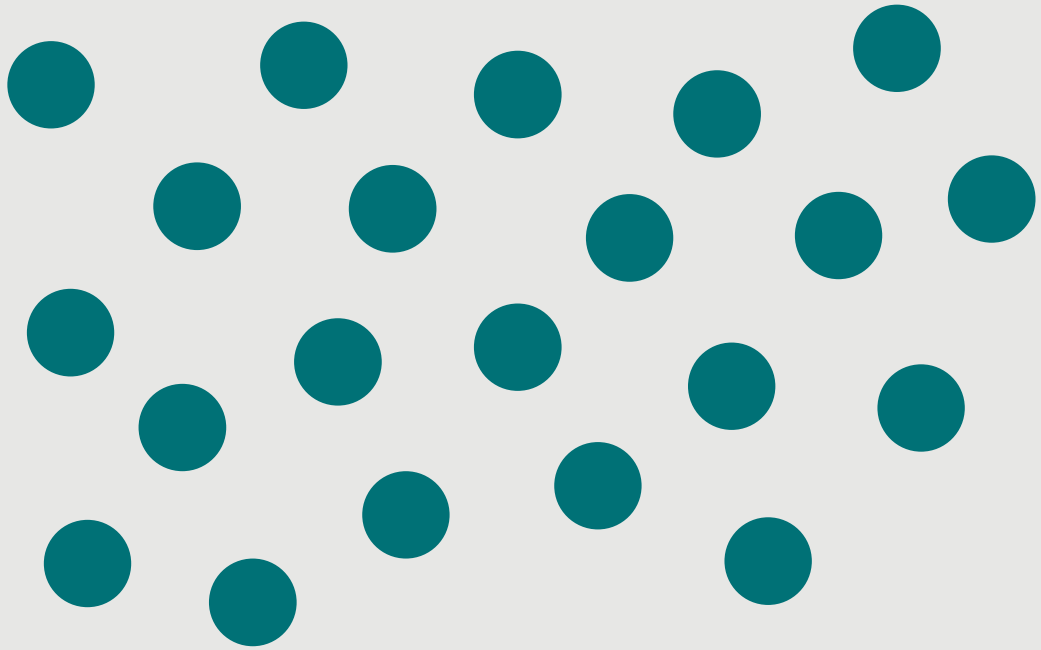


# USING THE TOOLKIT IN REAL-WORLD SCENARIOS

SUCCESSFUL STAKEHOLDER ANALYSIS

# IMPROVING DIAGNOSIS AND TREATMENT OF CUTANEOUS LEISHMANIASIS IN TUNISIA

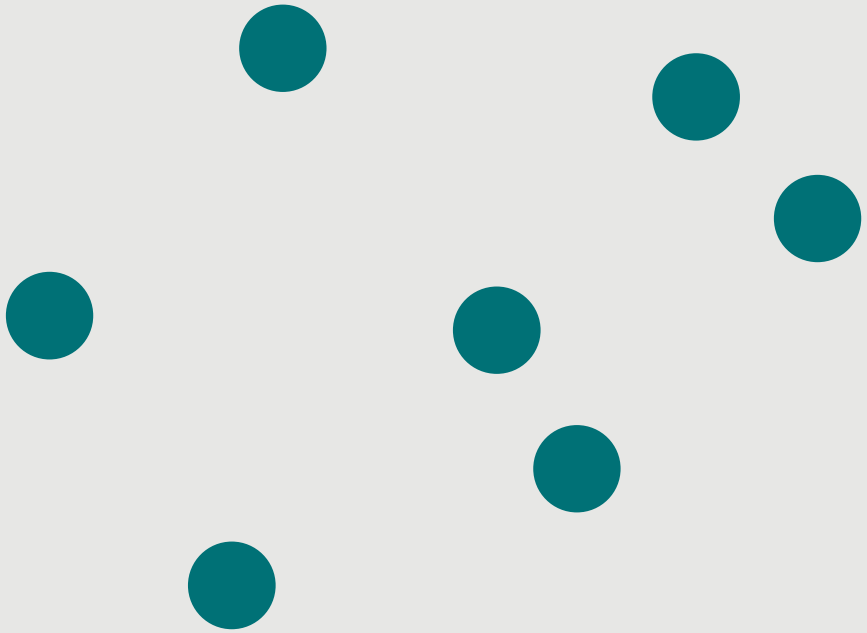
Brainstormed and identified an initial set of 20 diverse stakeholders, from subnational to global levels.



SUCCESSFUL STAKEHOLDER ANALYSIS

# IMPROVING DIAGNOSIS AND TREATMENT OF CUTANEOUS LEISHMANIASIS IN TUNISIA

Prioritized according to high level of influence and/or capacity to support "quick win."



## SUCCESSFUL COMMUNICATION PRODUCTS

# CHILDHOOD TUBERCULOSIS IN THE PHILIPPINES


01 Analyzed data

02 Identified barriers

03 Identified decisionmakers at national and subnational levels

04 Developed clear recommendations related to guidance, resources, and tools

05 Determined stakeholders' communication preferences

06 Packaged findings in a factsheet

## SUCCESSFUL R2A PLANNING

# IMPROVING CROP STORAGE IN INDIA

- Research team set R2A goals focused on reaching national and subnational stakeholders.
- Identified several immediate, actionable next steps to work toward these goals.


Expanding access to cold storage for rural farmers reduces food waste, supports food security, and increases farmers' income. Innovations that use solar energy and low-cost materials, such as the Farm SunFridge (FSF) model, increase access to refrigerated cold storage for rural farmers who lack reliable electricity. To make certain this innovation reaches rural farmers, farmer producer organizations (FPOs), and farming communities who can benefit from it, officials from government agencies must ensure that grants and loans for solar-powered cold storage using the FSF model are accessible through subsidies and funds that support agricultural development.

### Access to Cold Storage Helps Maximize Current Agricultural Outputs

In India, approximately 60% of food loss and waste happens before it reaches the consumer.[1] Of this loss, nearly one-third is directly attributable to a lack of cold storage, which causes produce to spoil before getting to markets.[2] The financial impact is significant— according to NITI Aayog, post-harvest agricultural losses amount to as much as INR 92,561 crore annually.[3] Reducing these post-harvest losses for current agricultural outputs can increase economic security for farmers and contribute to India's development goals, in particular increasing food security and agricultural sustainability in the near term. These two goals lay the groundwork for the country to transition from relying on food imports to profiting from food exports in the long term.

While refrigerated cold storage extends the shelf life of perishable agricultural products, especially fruits and vegetables, the high costs of construction and a stable power supply are barriers for rural farmers. Combined with minimal options to finance expenses, these factors limit access to cold storage in rural areas.[4] To overcome these challenges, researchers designed, developed, and tested the FSF, an innovative solar-powered refrigerated and evaporatively cooled (EC) storage facility that is affordable for smallholder farming communities (see Box 1). In tests, FSF storage more than tripled the shelf life of amaranth compared to evaporative cooling alone or no cooling at all.[5] Farmers using the FSF test storage facilities also report increased shelf life for tomatoes, eggs, and gooseberry juice, giving them greater control over when and how often to bring produce and agricultural products to market (Table 1).

TABLE 1

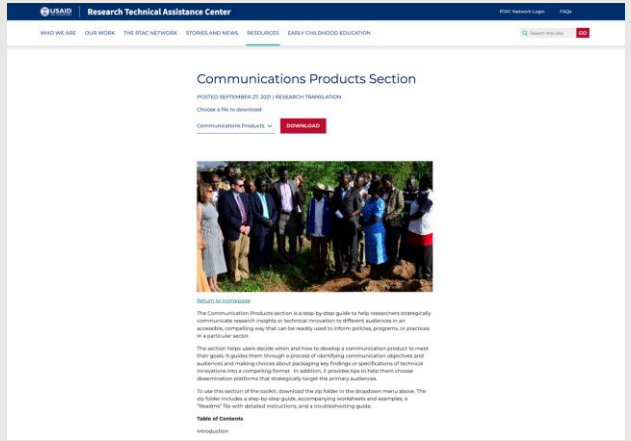
**Farmers Using FSF Test Facilities Report Extended Shelf Life for Perishable Fruits and Vegetables**

| Perishable Crop | Shelf Life in FSF | Shelf Life at Room Temperature |
|---|---|---|
| Eggs | 60 days | 7 days |
| Gooseberry juice | 30 days | 5 days |
| Tomato puree | 20 days | 2 days |
| Tomatoes | 10 days | 4 days |
| Coriander | 8 days | 3 days |

When water evaporates, changing form from a liquid to a vapor, it draws heat from the surrounding environment.

**Evaporative cooling** uses this principle to cool the inside of a structure as water evaporates through the outer wall.

# STAKEHOLDER ANALYSIS SECTION

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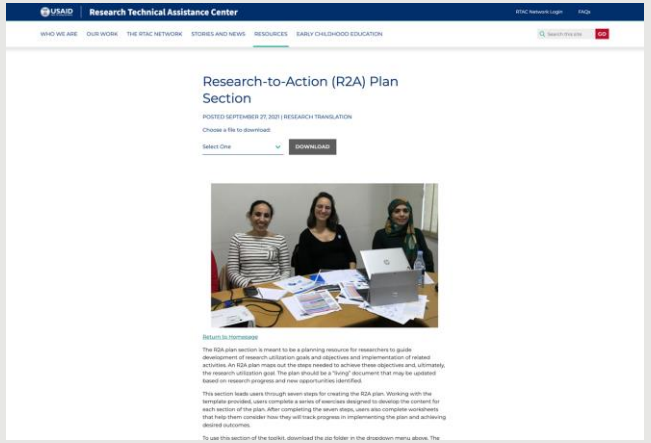
Stakeholder Analysis


**SECTION 2**

Communication Products




**SECTION 3**

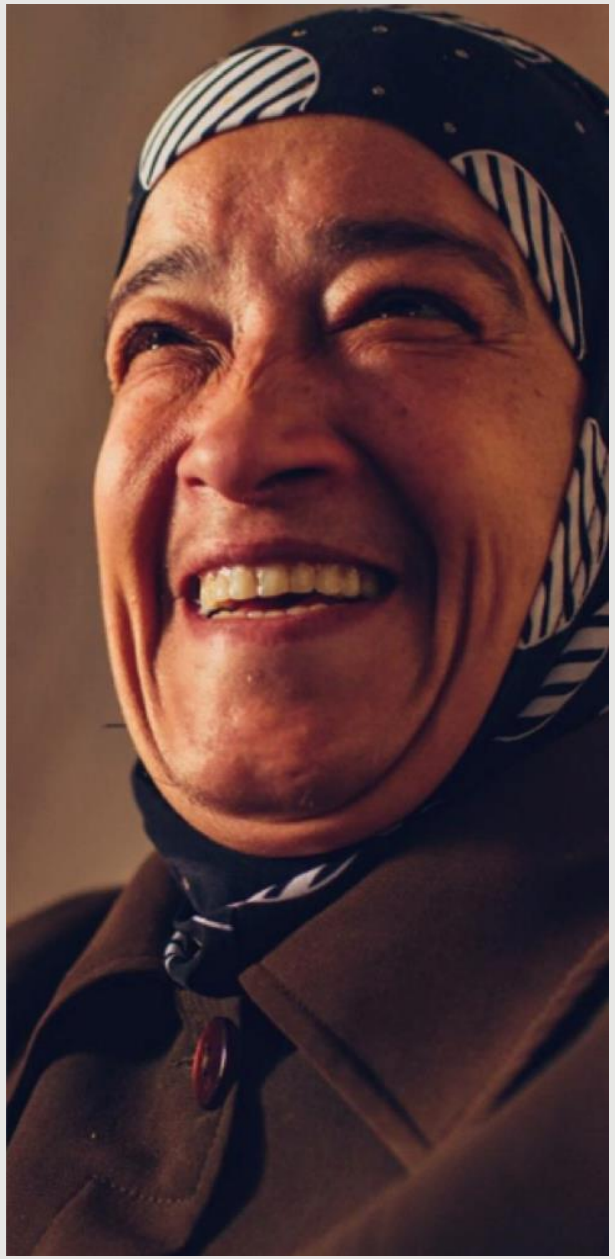
Research-to-Action (R2A) Plan

STAKEHOLDER ANALYSIS SECTION

# IDENTIFY AND ENGAGE

The Stakeholder Analysis section can help you identify influential individuals or groups who might use your research and plan effective engagement with them.

This will increase the impact of your research insights or technical innovations.

# WHEN TO USE

Use this section when you want to:

- Understand your stakeholders' interests, influences, motivations, and knowledge of the subject matter.
- Determine which stakeholders are most important to engage in the research process, and when and how to engage them.
- Learn tips for how to interview stakeholders.

STAKEHOLDER ANALYSIS SECTION

# STEP-BY-STEP GUIDE

## STEP 1: Identify Stakeholders

- Worksheet 1: *Stakeholder Identification*

## STEP 2: Prioritize Stakeholders

- Worksheet 2a: *Stakeholder Prioritization*
- Worksheet 2b: *Stakeholder Mapping Matrix* (optional)

## STEP 3: Understand Stakeholders

- Worksheet 3: *Stakeholder Information*
- Resource: *Stakeholder Interview Guide*

## STEP 4: Plan Stakeholder Engagement

- Worksheet 4: *Stakeholder Engagement Plan by Project Stage*
- Template: *Short-Term Stakeholder Engagement Plan*
- Example: *Short-Term Stakeholder Engagement Plan*

## STEP 5: Track Stakeholder Engagement

- Worksheet 5: *Stakeholder Engagement Tracking Plan*

## STAKEHOLDER ANALYSIS SECTION

# HANDS-ON TOOLS

**WORKSHEET** | RESEARCH TRANSLATION TOOLKIT

PAGE 1 OF 3

### STEP 3: STAKEHOLDER INFORMATION

| STAKEHOLDER | UNDERSTANDING KEY CHARACTERISTICS | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| **Group or Individual** | **Existing Relationship** Existing relationship with the project or other stakeholders? | **Knowledge of the Topic/ Project** Uninformed, Familiar, Expert | **Views on the Topic/Project** Negative, Neutral, Positive | **Preferred Communication Method** Phone, Email, In-person | **Motivation to Engage** High, Medi Low | **What Can Be Done to Motivate Them?** | **Capacity to Engage** | **Possible Constraints / Ways to Increase Capacity?** |
| *Example: Ministry of Health* | *Example: Two contacts in the Infectious Diseases Unit. MoH is in opposition with the NGO that is also our key stakeholder.* | *Example: Expert* | *Example: Positive* | *Example: In-person* | *Example: Medium* | | | |
| | | | | | | | | |
| | | | | | | | | |

7 SECTION 2 - STAKEHOLDER ANALYSIS

**WORKSHEET** | RESEARCH TRANSLATION TOOLKIT

PAGE 1 OI

### STEP 2A: STAKEHOLDER PRIORITIZATION

| STAKEHOLDER | STAKEHOLDER TYPE | |
|---|---|---|
| **Group or Individual** | **Level of Influence** High, Low | **Level of Interest** High, Low |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |

| STAKEHOLDER | STAKEHOLDER TYPE | |
|---|---|---|
| **Group or Individual** | **Level of Influence** High, Low | **Level of Interest** High, Low |
| | | |
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| | | |

6 SECTION 2 - STAKEHOLDER ANALYSIS

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**TIP SHEET** | RESEARCH TRANSLATION TOOLKIT

### STAKEHOLDER INTERVIEW GUIDE

**Table of Contents**



**Introduction**

This interview guide describes the process a research team can use to interview key stakeholders as a part of the stakeholder analysis. It includes scheduling interviews, preparing interview tools, conducting interviews, and analyzing interview results.

*Adapted from the Policy Communication Toolkit by PRB.*

#### A. SCHEDULING INTERVIEWS

**(1) Send an Email Introduction.**
Once you have identified your key stakeholders, send an email introduction—you may need to attach an official letter if the stakeholder or the organization requires it. Be sure your email message or letter includes information about your project, organization, and any additional information you think the stakeholder may want to know to accept your invitation for the interview. Describe how key stakeholders were identified, and briefly highlight what sort of information you will request during the interview and how the information will be used. Inform them that they will be contacted again by phone to set up the interview.

**(2) Call to Schedule the Interview.**
After a reasonable amount of time, call each key stakeholder to schedule an interview. Introduce yourself and briefly review the information you included in your email. Make an appointment to interview the stakeholder at a convenient time using the format they prefer—phone, online conferencing platform (e.g., Zoom, Google Meet), or face-to-face. The stakeholder analysis you completed includes information about the stakeholder's preferred method of communication. You can use this information to inform the format you suggest for the meeting, provided it is practical to do so. When scheduling the interview, note the amount of time you expect it will take. Stakeholders often have many demands on their time, and it is generally advised not to request meetings longer than one hour.

**(3) Send the Questions in Advance (Optional).**
Once the interview has been scheduled, you may choose to send each key stakeholder a copy of the questions in advance. Sharing the questions early allows the respondent time to prepare thoughts and identify relevant materials ahead of time.

Caution: In some organizations, providing questions ahead of time will mean that the respondent must prepare answers in advance and get them approved. Do not send questions in advance to some stakeholders and not others in the same organization.

1 SECTION 2 - STAKEHOLDER ANALYSIS

USAID PRB

STAKEHOLDER ANALYSIS SECTION

# USEFUL ACROSS THE RESEARCH PROCESS

**STAKEHOLDER ANALYSIS**

Use this section as early as possible so stakeholders can be engaged to give their input before your research questions and/or approach are finalized.

01 Research question development

02 Concept and proposal write-up

03 Study implementation

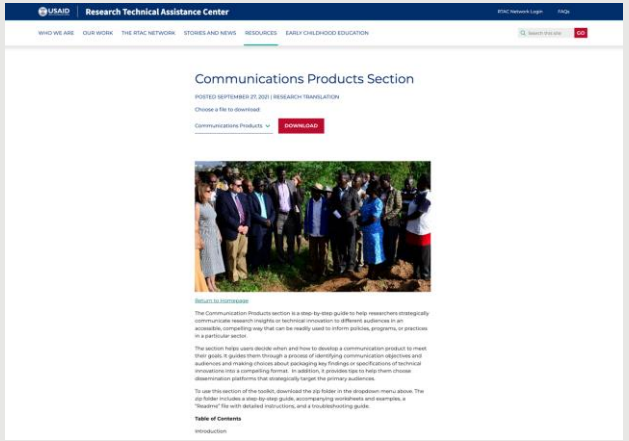
04 Analysis and write-up

05 Dissemination and follow-up

**STAKEHOLDER ANALYSIS**

Use this section at any stage of your research project because stakeholder roles may vary at each stage; engagement is an ongoing, iterative process that continues through the project.

# COMMUNICATION PRODUCTS SECTION

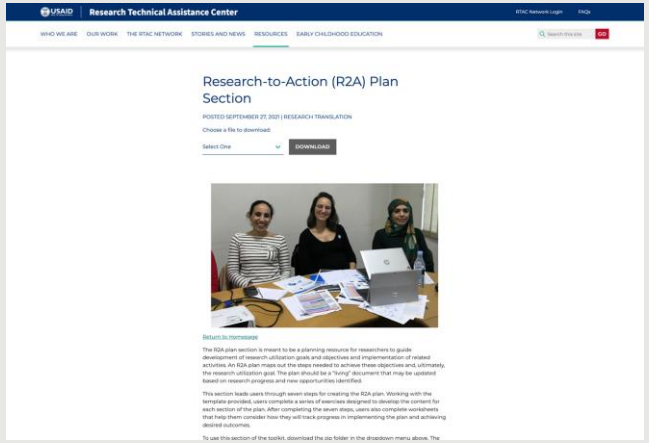



**SECTION 1**

Stakeholder Analysis


**SECTION 2**

Communication Products




**SECTION 3**

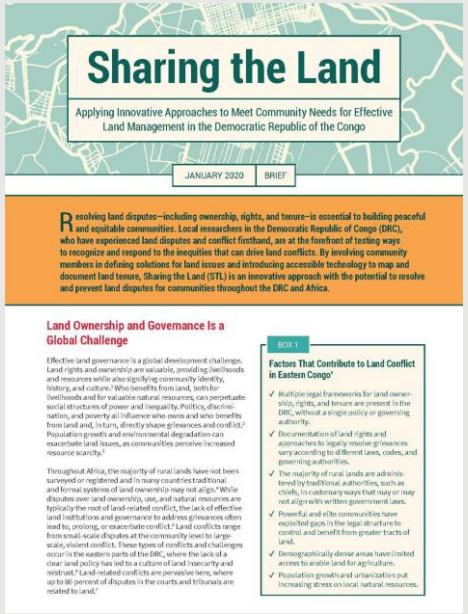
Research-to-Action (R2A) Plan

## COMMUNICATION PRODUCTS SECTION

# FORMAT & MESSAGING

The Communication Products Section will help you craft main messages and choose the right format to share your research insights or technical innovations with stakeholders in a way that motivates them to use your evidence to inform policies, programs, or practices.






# WHEN TO USE

Use this section when you want to:

- Tell a story using your data and information.
- Tailor your main messages to your audiences' interests.
- Package your research results in the format that is most likely to capture your stakeholders' attention so the results will be used.

COMMUNICATION PRODUCTS SECTION

# STEP-BY-STEP GUIDE

## Step 1: Identify Communication Objectives

- Worksheet: *Communication Objectives and Audiences*

## Step 2: Identify Audiences

- Worksheet: *Communication Objectives and Audiences*

## Step 3: Identify Main Messages

- Worksheet: *How to Craft Main Messages*

## Step 4: Use Accessible Language

- Tip Sheet: *Tips and Tricks for Writing Accessibly*

## Step 5: Identify Resources and Develop the Product

- Tip Sheet: *Timeline and Budget Considerations*
- Example Fact Sheet: *Contact Tracing*
- Example Fact Sheet: *Educating Moroccan Youth*
- Example Policy Brief: *Damming the Ecosystems of Amazonia*
- Example Policy Brief: *Sharing the Land*
- Worksheet: *Communication Product Outline for Fact Sheets and Policy Briefs*
- Template: *Fact Sheet*
- Template: *Policy Brief*
- Checklist: *Developing a Communication Product*
- Tip Sheet: *Types of Communications Professionals*

## COMMUNICATION PRODUCT SECTION

# HANDS-ON TOOLS

WORKSHEET COMMUNICATION OBJECTIVES AND AUDIENCES

**COMMUNICATION OBJECTIVES**

| Objective 1: | Objective 2: | Objective 3: |
|---|---|---|

**AUDIENCE(S)**

| Who are they? | What do I know about them? |
|---|---|

Primary: Secondary:

2 SECTION 1 - COMMUNICATION PRODUCTS

**WORKSHEET** | RESEARCH TRANSLATION TOOLKIT

**HOW TO CRAFT MAIN MESSAGES**

**Findings, Implications, and Recommendations**

Your audience should be able to easily understand what you want them to learn or take away from your research by skimming the main message(s) of each section of your communication product (findings, implications, and recommendations)

Think about the most relevant findings of the research you want to convey to your intended audience as you complete the following:

*Adapted from the Policy Communication Toolkit by PRB.*

**A.** Identify key policy- or program-relevant findings or data and list them using a succinct bullet format. Use continuation page 3 if you have more than three.

- 
- 
- 

**B.** Given your key findings, what are the corresponding policy and program implications for your audience to consider? Use continuation page 3 if you have more than three.

- 
- 
- 

1 SECTION 1 - COMMUNICATION PRODUCTS

**WORKSHEET** | RESEARCH TRANSLATION TOOLKIT

**COMMUNICATION PRODUCT OUTLINE FOR FACT SHEETS AND POLICY BRIEFS**

This worksheet will walk through the information you need to develop a product outline. Completing each of the sections below will help you identify audiences and communication objectives and draft main messages (remember to use accessible language!).

**Product Type** (fact sheet or policy brief):

**Length** (fact sheets are between 600-800 words; policy briefs are a maximum of 1,800 words):

**Look and Feel** (colors, fonts, formats for tables, graphics, and logos follow institutional guidelines; if no guidelines exist, choose based on appeal to the audience):

**I. AUDIENCE(S):**

**Primary Audience** (your main audience):

**Secondary Audience** (other important audiences):

1 SECTION 1 - COMMUNICATION PRODUCTS

COMMUNICATION PRODUCTS SECTION

# USEFUL ACROSS THE RESEARCH PROCESS

**COMMUNICATIONS PRODUCTS SECTION**

It is best to use this section when you have sufficient data to support your claims; clear results; and actionable, evidence-based recommendations.

01 Research question development

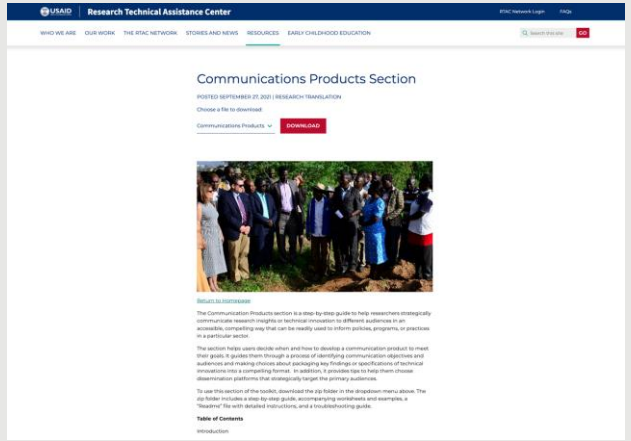
02 Concept and proposal write-up

03 Study implementation

04 Analysis and write-up

05 Dissemination and follow-up

# RESEARCH-TO-ACTION (R2A) PLAN SECTION




**SECTION 1**

Stakeholder Analysis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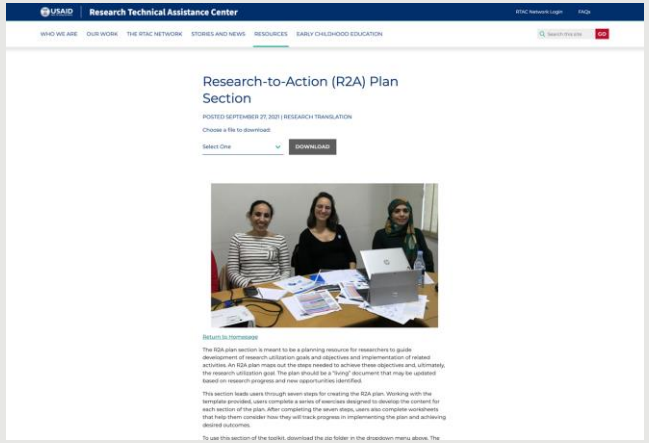
Communication Products




**SECTION 3**

Research-to-Action (R2A) Plan

R2A PLAN SECTION

# PREPARING FOR ACTION

The R2A Plan section helps you develop a step-by-step plan to communicate your research findings, attract influential stakeholders, and ensure your research leads to action.

You should revisit and update your R2A plan over time.

# WHEN TO USE

Use this section when you want to:

- Leverage your stakeholder analysis and communication products.
- Identify the types of changes or decisions that could be made based on your research evidence.
- Ensure your messages are clearly communicated, compelling, and credible to your audience.
- Identify opportunities to highlight your research findings and generate interest in their use.

R2A PLAN SECTION

# STEP-BY-STEP GUIDE

**STEP 1a: Set Research-to-Action Goals**

- R2A Plan Template: *Box 1a*

**STEP 1b: Summarize Major Project Results**

- R2A Plan Template: *Box 1b*

**STEP 2: Stakeholder Analysis—Identify, Prioritize and Engage**

- R2A Plan Template: *Box 2a and Box 2b*

**STEP 3: Assess the Policy Environment**

- R2A Plan Template: *Box 3*

**STEP 4: Distill Main Messages and Develop Actionable Recommendations**

- R2A Plan Template: *Box 4a and Box 4b*

**STEP 5: Package Research in User-Friendly Formats and Disseminate**

- R2A Plan Template: *Box 5a and Box 5b*

**STEP 6: Develop an R2A Plan Timeline and Checklist**

- R2A Plan Template
- R2A Checklist
- R2A Timeline Worksheet
- R2A Timeline Example

**Step 7: Regularly Track Progress and Measure Success**

- R2A Plan Template
- R2A Progress Tracking Worksheet

## R2A PLAN SECTION

# HANDS-ON TOOLS

WORKSHEET RESEARCH-TO-ACTION PLAN TEM

**R2A GOALS**

List one or two primary R2A goals. You can revise them as needed, but we recommend finalizing the goal(s) before moving on to the next step in the R2A Plan process. We recommend that you select only the number of goals that you can make progress on in the next one to two years.

Goal 1.

Goal 2.

4 SECTION 3 - RESEARCH-TO-ACTION PLAN

WORKSHEET RESEARCH-TO-ACTION PLAN

**STAKEHOLDERS**

**Instructions:** Identify the names, titles, organization, and r the top three with whom you would like to engage in the ne

1. **Name:** _____

   **Organization:** _____

   Relevance:

2. **Name:** _____

   **Organization:** _____

   Relevance:

3. **Name:** _____

   **Organization:** _____

   Relevance:

11 SECTION 3 - RESEARCH-TO-ACTION PLAN

WORKSHEET RESEARCH-TO-ACTION PLA

**STEP 4: DISTILL MAIN MESSAGES AND**

To develop main messages from research findings, think in policies, programs, or investments—the R2A goals and on creating main messages and developing recommenda

**Instructions:** Use the boxes below to develop main mess recommendations. Each R2A goal requires a main messa

**BOX 4A: IDENTIFY YOUR R2A GOAL | D**

**FINDINGS**

What is the problem? What are the key findings? What are and ties back to your priority stakeholders and objective

1.

2.

3.

**IMPLICATIONS**

What are the implications of the findings and why are the example or demonstrate a story of impact? Implications

1.

2.

3.

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WORKSHEET RESEARCH-TO-ACTION PLAN

**STEP 5: PACKAGE RESEARCH IN APPROI DISSEMINATE**

Think carefully about which product formats would be mos Refer to the chart on p. 37 of the R2A Plan section of this toc

*Optional: For more information on tools and tips for selecting Products Section.*

**BOX 5A**

**PRIMARY RESEARCH PRODUCTS**

Identify any standard research outputs you expect to gener as the basis for more user-friendly print or digital products. R2A planning process.

- 
- 
- 
- 

**USER-FRIENDLY PRODUCT FORMATS**

What type of user-friendly, print or digital products would b

- ☐ Blog or op-ed
- ☐ Brief
- ☐ Fact sheet
- ☐ Infographic
- ☐ Interactive web feature

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WORKSHEET RESEARCH-TO-ACTION PLAN TEMPLATE

**BOX 5B: DISSEMINATE MAIN MESSAGES AND PRODUCTS THROUGH MULTIPLE CHANNELS**

Think about how you will share your messages and products through specific channels to reach your targeted stakeholders.

Harmonize communication efforts with natural windows of opportunity (events, critical processes, or decision-making time periods) to amplify main messages and reach your intended stakeholders—reducing the likelihood of ineffective efforts or the need for additional work later.

*Note: Funding, staff time, and other resources will impact the extent to which you are able to implement communication activities. Prioritize channels and frequency of dissemination based on which options will help you reach your primary stakeholders for this finding or product.*

**Instructions:** Complete the table below with possible opportunities to share your research findings based on your targeted stakeholders and an assessment of the policy environment. To align your communication purpose to your audience, refer to the Dissemination Channel Frequency Chart shown on p. 39 in the R2A Plan section of this toolkit.

| | AUDIENCE | TYPE OF DISSEMINATION | REACH |
|---|---|---|---|
| | *e.g., policymakers, scientific community, public* | *e.g., presentation, tip sheet, infographic* | *global/regional, national, subnational/local* |
| **Conferences and Events** *Examples: International Conference on Family Planning or CORE Group Annual Meeting.* | | | |
| **Project-Organized Virtual or In-Person Events** *Examples: hosting a webinar or dissemination event, holding a series of strategic meetings with key audiences.* | | | |
| **Digital Dissemination** *Examples: posting to project website, sharing via communities of practice, emailing to listservs, implementing a social media campaign.* | | | |
| **Media** *Examples: contacting journalists, writing press releases, inviting media to events.* | | | |

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R2A PLAN SECTION

# USEFUL ACROSS THE RESEARCH PROCESS

**R2A PLAN**

Use this section as you begin planning your research to help you think about how you want your results to be used and how to involve/inform stakeholders throughout the research process.

**R2A PLAN**

Use this section to assess your results, determine who needs to hear about them, and develop a plan to convey significant implications to these stakeholders.

01 Research question development

02 Concept and proposal write-up

03 Study implementation

04 Analysis and write-up

05 Dissemination and follow-up

# TYING IT ALL TOGETHER

**STAKEHOLDER ANALYSIS**

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**STAKEHOLDER ANALYSIS**

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A VITAL RESOURCE FOR RESEARCHERS

# THE RESEARCH TRANSLATION TOOLKIT

Research can change the world—but only when it is communicated effectively to those who can improve programs and policies.

USAID's Research Technical Assistance Center has developed a participatory Research Translation Toolkit that helps you communicate your research findings effectively, so the right people learn about them at the right time for informed decision-making. Exercises, fillable forms, templates, and other resources walk you through how to effectively **influence key decisions** and **achieve development impact**.


Each Toolkit section guides you through a series of steps to engage with stakeholders throughout the research process and beyond.

## Communication Products Section

Craft main messages and choose the right format to share your research insights or technical innovations with stakeholders in a way that motivates them to use evidence to inform policies, programs, or practices.

**USE IF YOU WANT TO:**

- Use your data and information to tell a story.
- Tailor your main messages to your audience's interests.
- Package your research results in the format that is most likely to capture your stakeholders' attention so the results will be used (e.g., fact sheets, policy briefs, infographics, presentations, etc.).

EXPLORE THE COMMUNICATION PRODUCTS SECTION

## Stakeholder Analysis Section

Identify influential individuals or groups who might use your research, and plan effective engagement with them to increase the impact of your research insights or technical innovations.

**USE IF YOU WANT TO:**

- Understand your stakeholders' interests, influence, motivation, and knowledge of the subject matter.
- Determine which stakeholders are most important to engage in the research process, and when and how to engage them.
- Learn tips for how to interview stakeholders.

EXPLORE THE STAKEHOLDER ANALYSIS SECTION

## Research-To-Action (R2A) Plan Section

Develop a step-by-step plan to communicate your research findings, attract influential stakeholders, and ensure your research leads to action. You should revisit and update your R2A plan over time.

**USE IF YOU WANT TO:**

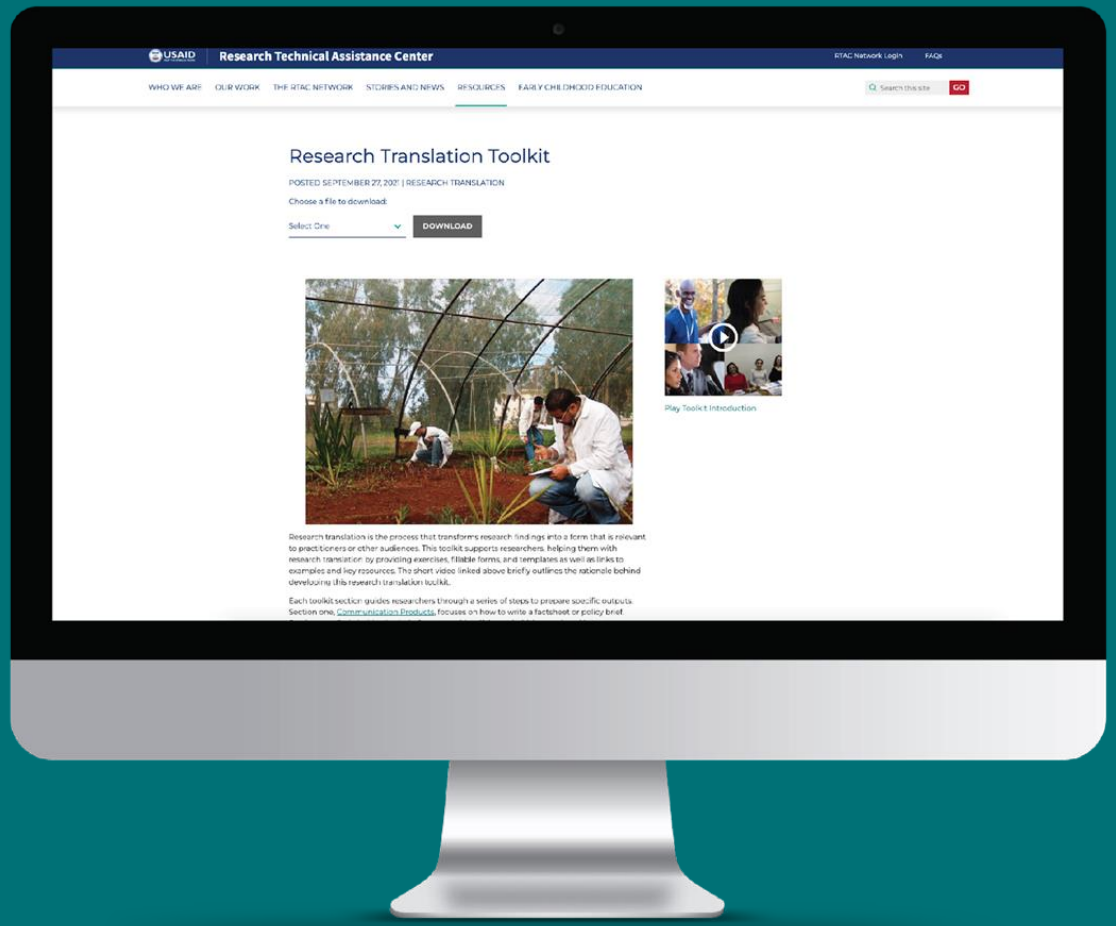
- Create a strategic plan to leverage your Stakeholder Analysis and Communication Products.
- Identify the types of changes or decisions that could be made based on your research evidence.
- Ensure your messages are clearly communicated, compelling, and credible to your audience.
- Identify opportunities to highlight your research findings and generate interest in their use.

EXPLORE THE R2A PLAN SECTION

VIDEO

# USAID'S RESEARCH TRANSLATION TOOLKIT IN ACTION!

# VIDEO: ACCESSING THE TOOLKIT



# QUESTIONS?

ANSWERS!

**AUDIENCE ACTIVITY RESULTS**

# HOW WILL YOU USE THE TOOLKIT IN YOUR OWN WORK?

- I have used the R2A to build my next consortium program in Africa.
- Produce dissemination materials that are accessible and relevant to the audiences we want to target. To figure out how to convey stories they identify themselves (at least with their interests).
- Tailoring message to different stakeholders.
- As our five-year program is ending soon, this toolkit will be very useful to disseminate the most important results.
- Applying technical results to stakeholders
- Determining what kinds of changes/decisions we should make based on the findings.
- Our work in Jordan is mainly towards agriculture technology transfer. We work with international partners from the US and Europe to transfer their technologies to Jordan. Therefore, we are looking for such a toolkit to explain sophisticated technology to farmers and policy makers.
- By introducing the Toolkit to researchers who are beginning their research co-creation process along with stakeholders and counterparts.
- Help to streamline and prioritize engagement activities on USAID projects, as well as projects across the organization that may have less external guidance.
- To figure out how talk to the people who could use my research
- To produce diverse products to communicate our research findings, also to design products for different audiences and countries in Central American and the Caribbean.

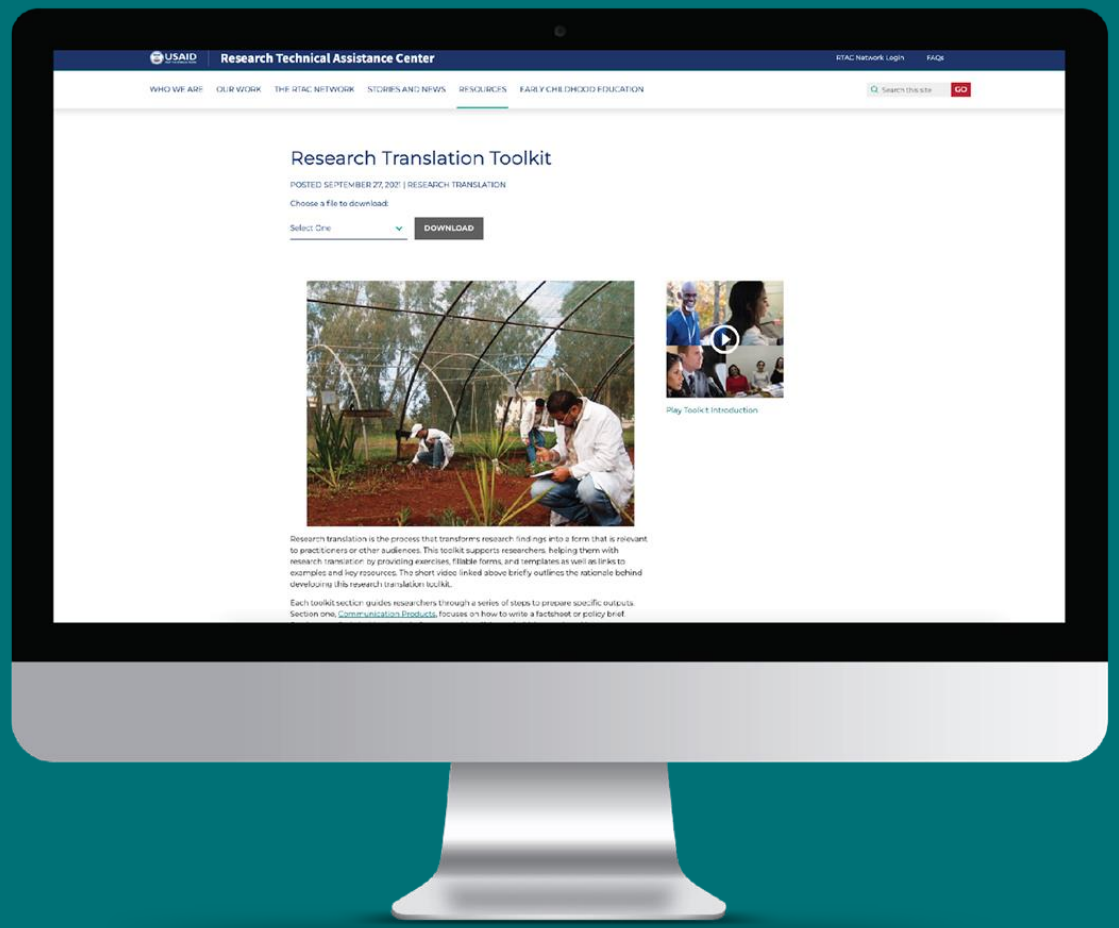
**AUDIENCE ACTIVITY RESULTS**

# HOW WILL YOU USE THE TOOLKIT IN YOUR OWN WORK?

- Identify clearly what information can be gained from research coming out or our programs and how it can be used to better future processes.
- Tailor messages to different key audiences.
- I am especially interested in applying the Communication Products section to my work to figure out the best formats to use for specific audiences and purposes.
- Make program evaluation findings more accessible and action-oriented to implementers, USAID, and government counterparts.
- It helps identify policy solutions that are technically correct, politically feasible, and organizationally implementable.
- More reflection on stakeholders, this knowledge should not be taken for granted.
- Learning an effective communication for local stakeholders.
- Already using it in my own work.
- We want to convey the impact of our program over the past 10 years.
- I am already using material produced with you / Cutaneous leish project :)

# WE WANT TO HEAR FROM YOU!

Share your story about how using the **Research Translation Toolkit** has influenced uptake of your research by emailing us at itr.researchfeedback@usaid.gov.



# UPCOMING WEBINARS 2023

- **February 23**: Reaching the Right People at the Right Time: How to Use the Stakeholder Analysis Section
- **March 2:** Capturing Attention: How to Use the Communication Products Section
- **March 9:** Transforming Research Into Programs and Policies: How to Use the Research-to-Action Section

***All 9:30 - 11:00 am (Eastern Time)***

# THANK YOU!

**Register for the next webinars and access post-event resources via the webinar website:**
**https://www.rtachesn.org/stories-and-news/research-translation-toolkit-webinars/**

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