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.
WEBINAR AGENDA

• Welcome & Audience Activity
• Overview of the Research Translation Toolkit
• A Focus on the Research-to-Action Process
• The Context for Research Utilization under RTAC
ACTIVITY

WORD CLOUD: IN YOUR EXPERIENCE, WHAT FACTORS INFLUENCE RESEARCH UPTAKE?
In your experience, what factors influence research uptake?
OVERVIEW OF THE RESEARCH TRANSLATION TOOLKIT
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

STAKEHOLDER ANALYSIS

R2A PLAN

STAKEHOLDER ANALYSIS

COMMUNICATION PRODUCTS

R2A PLAN

01
Research question development

02
Concept and proposal write-up

03
Study implementation

04
Analysis and write-up

05
Dissemination and follow-up
USING THE TOOLKIT IN REAL-WORLD SCENARIOS
SUCCESSFUL STAKEHOLDER ANALYSIS

Improving Diagnosis and Treatment of Cutaneous Leishmaniasis in Tunisia

Prioritized according to high level of influence and/or capacity to support a “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
• Research team set R2A goals focused on reaching national and subnational stakeholders.

• Identified several immediate, actionable next steps to work toward these goals.
STAKEHOLDER ANALYSIS SECTION

SECTION 1
Stakeholder Analysis

SECTION 2
Communication Products

SECTION 3
Research-to-Action (R2A) Plan
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.
STAKEHOLDER ANALYSIS SECTION

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

STEP 3: STAKEHOLDER INFORMATION

STAKEHOLDER DECISION TREE

STAKEHOLDER UNDERSTANDING KEY CHARACTERISTICS

Think of stakeholders as publics; they may have interests that are served by the project, but they may not be the targets of the project.

Prioritize the following characteristics:

- Name of Stakeholder
- Role in the Project
- Relationship with Project (positive, neutral, negative)
- Knowledge of the Project (aligned, undecided, critical)
- What Can the Stakeholder Do?
- What Can the Stakeholder Be Influenced By?
- Capacity to Engage
- What is Stakeholder’s Interest?
- What is Stakeholder’s Capable of (low, medium, high)

WORKSHEET | RESEARCH TRANSLATION TOOLKIT

STEP 2A: STAKEHOLDER PRIORITIZATION

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TIP SHEET | RESEARCH TRANSLATION TOOLKIT

STAKEHOLDER INTERVIEW GUIDE

Table of Contents

Introduction

A. Scheduling Interviews

B. Preparing for Interview

C. Conducting Interviews

D. Analyzing Interview Results

Annex A: Sample Questions for Introduction and Conclusion

Annex B: Sample Questions on Research Utilization

Introduction

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

Adapted from the Public Communication Toolkit by PB.

A. Scheduling Interviews

1. Send an Email Invitation.

- Once you have identified your stakeholders, send an email invitation—let them know what the project is about and what you are looking for in terms of their participation.

2. Call to Schedule the Interview.

- After receiving an email invitation, schedule an interview with each key stakeholder. Make sure you have all the necessary information about their availability and preferences.

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. This allows the stakeholders to prepare their responses and ensures that all relevant information is collected.

STAKEHOLDER ANALYSIS SECTION

HANDS-ON TOOLS

WORKSHEET | RESEARCH TRANSLATION TOOLKIT

STEP 3: STAKEHOLDER INFORMATION

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WORKSHEET | RESEARCH TRANSLATION TOOLKIT

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STAKEHOLDER ANALYSIS SECTION

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WORKSHEET | RESEARCH TRANSLATION TOOLKIT

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STAKEHOLDER ANALYSIS SECTION

USEFUL ACROSS THE RESEARCH PROCESS

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.

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
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.
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.
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

<table>
<thead>
<tr>
<th>COMMUNICATION OBJECTIVES</th>
<th>Objective 1</th>
<th>Objective 2</th>
<th>Objective 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMMUNICATION AUDIENCE</td>
<td>Primary</td>
<td>Secondary</td>
<td></td>
</tr>
<tr>
<td>Who are they?</td>
<td></td>
<td></td>
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<tr>
<td>What do they believe?</td>
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</tbody>
</table>

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 breaking down the main message of each section of your communication product (findings, implications, and recommendations).

Think about the most relevant findings of the sections you want to convey to your intended audience in your communication:

- How will the findings impact your audience?
- What are the implications of these findings?
- What are the recommendations based on these findings?

A. Identify key policy or program-relevant findings or data and list them using a succinct bullet format. You can modify page 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 subheading page if you have more than three:

- 
- 
- 

WORKSHEET | RESEARCH TRANSLATION TOOLKIT

COMMUNICATION PRODUCT OUTLINE

FOR FACT SHEETS AND POLICY BRIEFS

This worksheet will walk you 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).

<table>
<thead>
<tr>
<th>Product Type (fact sheet or policy brief):</th>
</tr>
</thead>
<tbody>
<tr>
<td>Length (fact sheets are between 300-500 words; policy briefs are a maximum of 1,200 words):</td>
</tr>
<tr>
<td>Look and Feel (styles, fonts, formats for titles, graphics, and logos; follow institutional guidelines; if no guidelines exist, ensure based on appeal to the audience):</td>
</tr>
<tr>
<td>Primary Audience (your target audience):</td>
</tr>
<tr>
<td>Secondary Audience (other important audience):</td>
</tr>
</tbody>
</table>

<p>| WORKSHEET | COMMUNICATION PRODUCTS |</p>
<table>
<thead>
<tr>
<th>------------------------------------------</th>
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USDA | USAID
COMMUNICATION PRODUCTS SECTION

USEFUL ACROSS THE RESEARCH PROCESS

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

- Research question development
- Concept and proposal write-up
- Study implementation
- Analysis and write-up
- Dissemination and follow-up
RESEARCH-TO-ACTION (R2A) PLAN SECTION

SECTION 1
Stakeholder Analysis

SECTION 2
Communication Products

SECTION 3
Research-to-Action (R2A) Plan
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.
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

<table>
<thead>
<tr>
<th>R2A Goals</th>
<th>Stakeholders</th>
<th>Step 2: Research to Action Plan Template</th>
</tr>
</thead>
<tbody>
<tr>
<td>List one to two primary R2A goals. You can revise them as needed, but we recommend finalizing the goals before moving on to the next step in the R2A Plan process. We recommended that you limit the list to two goals that you can review progress on in the next one to two years.</td>
<td></td>
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</tr>
<tr>
<td><strong>Goal 1:</strong></td>
<td><strong>1. Name:</strong></td>
<td><strong>BOX 5b: Disseminate Main Messages and Products Through Multiple Channels</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Organization:</strong></td>
<td>Think about how you will share your messages and products through specific channels to reach your targeted audience.</td>
</tr>
<tr>
<td></td>
<td><strong>Reference:</strong></td>
<td>Harmonize communication efforts with natural windows of opportunity (e.g., critical processes, or decision-making times) to amplify your messages and reach your intended stakeholders—reducing the need for additional work later.</td>
</tr>
</tbody>
</table>
| **Goal 2:** | **2. Name:** | **Audience:**
| | **Organization:** | e.g., 栅栏, scientific community, public, |
| | **Reference:** | 1st person to 3rd, infographic, |
| | | publications, internal, external, |
| | | education/final |
| **2A Goals** | **STEP 1: DISTILL MAIN MESSAGES AND THINK OF PRIMARY MESSAGES (R2A step 2.1 and 2.2) ** |
| | Instructions: Identify the names, titles, organization, and the key themes where you would like to engage in the communications process. |
| | | **Type of Dissemination:**
| | 1. Name: | Conference and Events
| | Organization: | Conference or CME event
| | Reference: | Conference or CME event

## Step 3: Research to Action Plan Template

<table>
<thead>
<tr>
<th>Step 3: Research to Action Plan Template</th>
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<tbody>
<tr>
<td><strong>Step 4a: Identify Your R2A Goal</strong></td>
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<tr>
<td><strong>Step 4b: Identify Your R2A Goal</strong></td>
</tr>
<tr>
<td><strong>Step 4c: Identify Your R2A Goal</strong></td>
</tr>
</tbody>
</table>

## Box 4: Identify Your R2A Goal | Identify a clear and specific research question you want to answer. Use this as the basis for your user-friendly print or digital products. |

## Box 5a: Primary Research Products |

<table>
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<td>Identify a clear and specific research question you want to answer. Use this as the basis for your user-friendly print or digital products.</td>
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## Step 4: Research to Action Plan Template

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<td><strong>Step 4c: Identify Your R2A Goal</strong></td>
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<tr>
<td><strong>Step 4d: Identify Your R2A Goal</strong></td>
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## Box 5b: Disseminate Main Messages and Products Through Multiple Channels |

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<td>Harmonize communication efforts with natural windows of opportunity (e.g., critical processes, or decision-making times) to amplify your messages and reach your intended stakeholders—reducing the need for additional work later.</td>
</tr>
<tr>
<td>Reduce, fund, staff, and other resources will reflect the extent to which you are able to implement communication strategies. Harmonize channels and frequency of dissemination based on which options will help you reach your primary stakeholders for the funding or proposal.</td>
</tr>
</tbody>
</table>
| **Audience:**
| e.g., 栅栏, scientific community, public, |
| **Type of Dissemination:**
| 1st person to 3rd, infographic, |
| **Reach:**
| publications, internal, education/final |

## Step 4c: Identify Your R2A Goal

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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.

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

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

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.

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.

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

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.

COMMUNICATIONS PRODUCTS

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.
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
THE RESEARCH-TO-ACTION PROCESS

FROM RESEARCH TO ACTION PLAN TO PRACTICE
EACH STEP IN R2A PLANNING BRIDGES THE RESEARCH-TO-PRACTICE GAP

Set a Research-to-Action Goal
Define the programmatic, policy, or strategic outcome you want to achieve.

Engage Stakeholders Throughout the Research
Build relationships and involve end users at every step in the research process.

Craft Key Messages
Identify relevant findings, frame the implications, and ensure recommendations are contextualized and actionable.

Foster the Use of Evidence
Provide end users with training, tools, or assistance to integrate the findings into their work.

Identify Your Stakeholders
Determine who has the power or position to take the needed actions.

Assess the Policy Environment
Coordinate your work with external processes, timelines, international days of attention, or other critical happenings.

Package and Disseminate Evidence
Use compelling and visually appealing formats to share evidence with those who need it.
R2A PLANNING TO SUPPORT FOOD SECURITY STRATEGIES

KATHMANDU INSTITUTE OF APPLIED SCIENCES IN NEPAL
R2A PLANNING TO SUPPORT FOOD SECURITY STRATEGIES IN NEPAL

• Developed device to measure pesticide residue on vegetable and fruit samples.
• Developed technology to detect the infective stages of parasitic organisms.
R2A PLANNING TO SUPPORT FOOD SECURITY STRATEGIES IN NEPAL (CONTINUED)

GOAL:
- To increase testing capacity to detect pesticide contamination of vegetables and fruit using PesticidePAD technology.

OBJECTIVES
1) To get approval of PesticidePAD from the Ministry of Agriculture and Livestock Development.
2) To adapt PesticidePAD based on feedback from stakeholders.
R2A PLANNING TO SUPPORT FOOD SECURITY STRATEGIES IN NEPAL (CONTINUED)

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<tr>
<th>Activity</th>
<th>Aug-Oct</th>
<th>Nov-Jan</th>
<th>Feb-Apr</th>
<th>May-Jul</th>
<th>Aug-Oct</th>
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<tr>
<td>1a) Organize meeting with NARC to develop a program for validation study.</td>
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<td>1b) Compare three methods of pesticide detection—PesticidePAD, RBPR, and GC-MS—in collaboration with NARC.</td>
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<td>1c) Share the output from activity 1b among NARC officials and get recommendation.</td>
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<td>2a) Organize stakeholder meeting and technology demonstration.</td>
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<td>2b) Organize short trainings for students, private sector, community groups, and farmers.</td>
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<td>2c) Introduce the PesticidePAD lab module in university curricula/trainings.</td>
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Time Duration (2021–2022) - 18 months
COUNTING WOMEN’S WORK PROJECT

USING THE R2A PLAN SECTION IN WEST AFRICA
MOTIVATION FOR USING THE RESEARCH TRANSLATION TOOLKIT

• Counting Women’s Work Project historically has produced estimates of time women, men, and children spend doing unpaid care work.

• These estimates are published in database at www.countingwomenswork.org.

• The effort has been guided by a paradigm about the effects of unpaid work on women’s economic status and what needs to change. The first step toward change being recognition of this work and the final step being action that changes national economic context and policy.
TRANSITIONING TO ACTION

• Collaborated with a partner organization: Centre d’Excellence Régional en Economie Générationnelle (CREG).

• Facilitated use of selected tools from the R2A Plan section of the toolkit, working with country team members identified by ONDD (Observatoire national du dividende démographique) in each country: Côte d’Ivoire, Mali, Niger, Sénégal, Togo.
ANALYSIS WORKSHOPS PROVIDE “RESEARCH RESULTS”

Participants:
- Data experts
- Thematic experts
- National Time Transfer Accounts

Output:
- Report
EXAMPLE COUNTRY RESEARCH ANALYSIS

Research Goal

• Integrate the monetary value of unpaid housework time into household income and GDP calculations

Research Results

• Over the life cycle, the time devoted to domestic work is more important for women between the ages of 21 and 44, where it reaches 16 hours per week (at age 25) compared to just under 3 hours for men.

• The age at when the most time is spent on domestic work is age 25 for women and age 15 for men. The annual value of women’s unpaid work at this peak is more than six times the value for men.
Recommendations:

- Put in place mechanisms to measure and officially take into account unpaid domestic work in national production.
- Develop policies or strategies to reduce women's domestic work.
THE RESEARCH-TO-ACTION ACTIVITY

3 virtual meetings with each country’s team:

- Overview of the R2A planning process worksheet. Discussed portions of the worksheet completed by team for each meeting.
- R2A Progress Tracking
THE OUTCOME

Country teams had a draft of components to help create a plan with:

• Draft research-to-action goals, objectives, and messages (with specific recommendations) relevant to intersection of their research implications and stakeholders’ priorities.

• Stakeholders identified (by name) with whom to share results and gauge interest in taking action.

• Specific information sharing events proposed, including presentations to members of national parliaments.

• Communication products needed were identified.
WHY WAS THE R2A PLANNING PROCESS USEFUL?

• Highlighting differences between research goals and actionable objectives.

• Framing the research results with specific stakeholder interests and influence in mind.

• Raising the important of putting research results in context—both country circumstances and combined with a broader research and policy literature.

• Recognizing limitations of researchers to take action and potential contributions of program and policy staff of NGOs and government units.
THE CONTEXT FOR RESEARCH UTILIZATION TECHNICAL ASSISTANCE UNDER RTAC
SUTHERLAND MILLER III
UTILITY OF RESEARCH TO ACTION PLANNING
QUESTIONS?

ANSWERS!
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.
THANK YOU
Acknowledgments

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