



Workshop

Effective Communication
of Health Evidence for
Impactful Policy
Decisions and Action



Faculty of Health Sciences
Knowledge to Policy | K2P | Center



American University of Beirut
Faculty of Health Sciences
EMHCL

K2P Workshop

Effective Communication of Health Evidence for Impactful Policy Decisions and Action

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A Workshop by Knowledge to Policy (K2P) Center

In collaboration with Executive Master in Health Care Leadership (EMHCL)

March 22nd to 24th 2017

Faculty of Health Sciences, Room 118

American University of Beirut

Why is this workshop important?

Poor decisions which are not informed by research evidence or based on improper interpretation of research evidence often have negative consequences on human lives and render those who make such decisions subject to criticism. Incorporating evidence into the policymaking process provides policymakers, policy advisors and managers the ability to make better decisions that can strengthen health systems and improve the health of citizens. Evidence-informed policymaking is an approach to ensure that policymaking is well-informed by the best available evidence. Knowledge translation (KT) has gained prominence as an innovative approach bridge the gap between research and policy and promote evidence-informed policymaking.

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This workshop will cover the concept and application of evidence-informed policymaking. Through interactive group activities, PowerPoint presentation, cases studies and simulation exercises, workshop participants will learn the fundamentals of evidence-informed policymaking, the range of KT tools and approaches available to promote the use of evidence in policymaking, and the methods to efficiently access and select research evidence. Effective tips will also be provided on how to communicate evidence (both published and tacit) with policy makers.

Want to make a difference in how policies are made?

Want to make your research more impactful?

Interested in knowing how to make a convincing case for change?

Do you want to effectively communicate with decision-makers?

Why attend this workshop?

The workshop will allow participants to develop a fundamental set of skills that can help generate impactful research, promote utilization of research in decision-making, and ensure that research findings effectively reach the right audiences.

At the end of this workshop, participants will be able to:

- Understand how to identify policy-relevant priorities
- Demonstrate enhanced skills in acquiring and applying research evidence in decision-making
- Demonstrate ability to develop policy briefs and convene policy dialogues
- Identify communication strategies and tools for reaching multiple audiences
- Practice ability to communicate with policymakers
- Advocate for evidence-informed and sound public health policies

Join K2P Center's workshop this March to learn more about evidence-informed policymaking, knowledge translation, communicating with policymakers, developing policy products and convening policy dialogues.

Who should attend?

- Researchers who are interested in increasing the impact of their research
- Policymakers and other decision-makers who are interested in finding and using research evidence efficiently to inform policies and practices
- Civil society organizations and health advocates who are interested in promoting evidence-informed decision-making
- Graduate health students/emerging leaders who are interested in innovative processes to bridge the gap between research and policy

Objectives of workshop

Participants in this three-day workshop will be exposed to the following domains and discuss, based on specific examples, their relevance to their work:

- Existing knowledge about various approaches in evidence-informed policymaking;
- Existing resources available to health policymakers and stakeholders in order to support their use of research evidence;
- Knowledge translation tools, approaches and platforms to package research evidence for policymakers and support its use in decision-making;
- Developing policy briefs and convening policy dialogues;
- Finding and using research evidence efficiently;
- Effectively communicating with policymakers (verbal and written)

Format

The workshop will feature didactic material balanced with cases studies and interactive group assignments in addition to simulation exercises. We will use both case examples and participants' own projects and experiences as foundations for applied learning.

Additional reading material will be made available to participants as guiding matter.

Registration

Registration fees for this workshop are USD\$300. A discounted registration fee of USD\$250 will be charged for individuals with a valid AUB ID. If interested, kindly register **before March 10th 2017 as places are limited.**

Please fill the online registration form by clicking [HERE](#), or visit our website: www.aub.edu.lb/k2p

For any inquiry, please contact: k2p@aub.edu.lb or call us on +961-1-350000 ext. 2942-2943

When and Where

March 22nd to 24th 2017

American University of Beirut, Faculty of Health Sciences, Room 118

Facilitators

Lead Facilitator

Fadi El-Jardali, MPH, PhD

Professor

Director – Knowledge to Policy (K2P) Center

Co-Director – Center for Systematic Reviews in Health Policy and Systems Research (SPARK)

Co-Director – WHO Collaborating Center for Evidence-Informed Policy and Practice
Faculty of Health Sciences

American University of Beirut

Co-Facilitator

Ms. Aida Farha, BSc

Information Specialist

Saab Medical Library

American University of Beirut

K2P Evidence Lead Specialists

Clara Abou Samra BSN, MPH

Lama Bou Karroum BS, MPH

Racha Fadlallah BSc, MPH

Nour Hemadi BA, MPH

Diana Jamal BS, MPH

Rana Saleh BS, MPH

K2P Communication Officer

Rachel Ashkar, BA

About the facilitators

Fadi El-Jardali is a Professor of Health Policy and Systems; Director of the [Knowledge to Policy \(K2P\) Center](#); Co-Director of the [Center for Systematic Reviews in Health Policy and Systems Research \(SPARK\)](#). Fadi holds a PhD in Public Policy (2003) from Carleton University in Canada.

His research activities, publications and interest are focused on health policymaking, knowledge translation, governance, performance reporting for health systems and organizations, quality of care, accreditation, patient safety, and human resources for health. He led several multi-country initiatives and projects in several countries and regions. He has published in international and regional peer review, high impact factor journals.

Dr. El Jardali has worked and held senior positions with policy analysis related organizations such as the Ontario Ministry of Health and Long-Term Care (as Hospital Consultant), Federal department of health / Health Canada (as Senior Policy Advisor) and the Health Council of Canada (as Health Economist and Program Manager).

He is a recipient of the Global Health Leadership Award and was elected twice to the Board of [Health Systems Global Society](#). He is also a recipient of the Fellowship on Evidence Informed Policy from the Alliance for Health Policy and Systems Research. He is the founding member of the MENA Health Policy Forum. He is an Associate Editor for BMC Health Services Research Journal and also a member of the Editorial Advisory Board for the Health Policy and Planning Journal. He is a member of the Global Steering Committee for the WHO Evidence-Informed Policy Network (EVIPNet). He is an appointed member of the Medical Research Committee Joint Health System Research Initiative Committee. He is a certified accreditation surveyor with Accreditation Canada and a certified ISQUA surveyor with the International Society for Quality in Healthcare.

Aida Farha has been working as a medical information specialist at the American University of Beirut since 1980. She holds a BS in pharmacy from the American University of Beirut. Her research interests include Medical Library and information, Social Sciences, Health Sciences, Library Science and Library and Information Studies.

K2P Evidence Lead specialists hold a Masters of Public Health from the American University of Beirut and have extensive experience in the field of evidence synthesis, knowledge translation and evidence-informed policymaking including communication

with media. They will share their knowledge and expertise including facilitating case study discussions and group work.

About the K2P Center

Knowledge to Policy (K2P) Center was founded by the Faculty of Health Sciences (FHS) at the American University of Beirut. The K2P Center is one of the three Centers of research, practice, and policy at FHS representing its 360° system-network approach to shaping public health policies in the region. The center was established with funding from the International Development Research Centre (IDRC). K2P aims at strengthening and influencing policy and promoting evidence-informed decision making at the national and the regional level.

K2P Center harnesses the best available evidence on compelling public health priorities; convenes key policymakers, stakeholders, researchers, think tanks and doers; and builds capacity in knowledge translation to meet pressing health issues, inform policy decisions and ultimately, improve health outcomes in Lebanon and the Arab World.

K2P is the only WHO Collaborating Center for Evidence-Informed Policy and Practice in Lebanon and in the Eastern Mediterranean Region (EMR).

Learn more on <http://www.aub.edu.lb/k2p>

American University of Beirut, Faculty of Health Sciences

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Facebook: <https://www.facebook.com/k2pcenter/>

Twitter: <https://twitter.com/K2Pcenter>

Knowledge to Policy Center draws on an unparalleled breadth of synthesized evidence and context-specific knowledge to impact policy agendas and action. K2P does not restrict itself to research evidence but draws on and integrates multiple types and levels of knowledge to inform policy including grey literature, opinions and expertise of stakeholders.

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