Introduction to Writing for change.

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The harvesting of blooms interferes with this plant species’ ability to reproduce and adapt to environmental change.

Do Not Pick the Flowers.
- Confidence in evidence reported.
- Encouraged to formulate new research questions.

- Convinced of social relevance.
- Guided towards areas for change.

- Inspired to act.
- Able to do so independently.
Writing Can be a Chore.
Writing for change

- Core skills and guidance on
  - effective writing
  - writing for science
  - writing for advocacy
- fahamu & IDRC
Effective writing: core skills

Writing for change

Writing for science

Scientific paper for publication

Writing for advocacy

Non-specialist audiences

Clearly and purposefully
Effective writing: Core skills

- Introduction
- Creating a message
- Organizing your ideas
- Writing the first draft
- Effective editing
Writing for Science

- Introduction
- Developing the concept
- Preparing an outline
- Writing the first draft
- Topping and tailing
- Publishing
Writing for advocacy

Understanding advocacy

Media for advocacy
Writing for change
First-stage thinking: divergent
* Mind-mapping *

Second-stage thinking: convergent
“Farmers can improve feeding systems using traditional methods.”

“How can farmers improve feeding systems using traditional methods?”
“How can farmers improve feeding systems using traditional methods?”
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“How can farmers improve feeding systems using traditional methods?”
**Message:** Marginal farmers can use traditional methods to improve livestock feeding systems.

<table>
<thead>
<tr>
<th>Numbered headings</th>
<th>Key point sentences</th>
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</thead>
<tbody>
<tr>
<td>1. <em>Managing</em> fodder species.</td>
<td>Farmers can develop their knowledge of local fodder species.</td>
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<td>2. <em>Improving</em> seed supply.</td>
<td>Farmers can improve their methods of seed supply.</td>
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<td>3. <em>Improving</em> propagation patterns.</td>
<td>Farmers can share knowledge of propagation patterns.</td>
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<tr>
<td>4. Developing new methods of storage.</td>
<td>Farmers can use external input to innovate new methods of storage.</td>
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<tr>
<td>5. <em>Developing</em> management practices in the community.</td>
<td>Farmers can involve their communities in developing new management practices.</td>
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Introduction of a Scientific Paper.

Purpose of Introduction:

➢ Why it was necessary to carry out study.
➢ What you did.
➢ What you found out.

• Roadmap from problem to solution.
Preparing an Outline for the Introduction of a Scientific Paper.

S: Situation
P: Problem
Q: Question
R: Response + Main message
Example Introduction Outline

**Situation:** Marginal farmers use traditional systems to feed livestock.

**Problem:** Changes in agricultural systems and environmental degradation have reduced availability and quality of fodder.

**Question:** How can farmers use traditional practices to improve livestock feeding systems?

**Response:** Study undertaken to identify ways farmers can improve livestock feeding systems using traditional practices.

**Main message:** Farmers can use traditional practices in five main ways to improve livestock feeding systems.
Understanding advocacy

Who you are writing for
What to write for whom
Constructing a message
Hearts and minds
Paradigms

Media for advocacy

Articles
Leaflets
Newsletters
Pamphlets
Press releases
Posters
“Vaccine x is more effective than conventional vaccines”

Confirm findings
• Reproducibility of results
• Accuracy or weight of evidence

Adopt a policy
• Cost analysis
• Social relevance

Be aware and demand it
• Health risk assessment
The End