



Republic of the Philippines
Department of Health
OFFICE OF THE SECRETARY

November 16, 2017

DEPARTMENT MEMORANDUM

No. 2017 - 0476

FOR : DIRECTORS OF BUREAUS AND SERVICES, REGIONAL OFFICES; EXECUTIVE DIRECTORS OF SPECIALTY HOSPITALS, POPULATION COMMISSION AND NATIONAL NUTRITION COUNCIL; CHIEFS OF MEDICAL CENTERS, HOSPITALS, SANITARIA AND INSTITUTES; DIRECTOR GENERAL OF FOOD AND DRUG ADMINISTRATION

SUBJECT : Guidelines to Standardize the Development of Research and Policy Briefs, Research Summaries and Infographics for Dissemination

I. BACKGROUND

Evidence plays a role in policy development by presenting issues for the policy agenda, providing policy direction, and informing policy decisions. These evidence-based policies and directives can eventually lead to improving the health outcomes of Filipinos. While the value of evidence is known, there is a gap between research use and policy development called the "know-do" gap. One way to address this gap is to improve communication of research and policy for better knowledge translation.

The Department of Health, as the steward of the health sector, needs to develop an organizational culture that facilitates the access, sharing and use of evidence, and more importantly, influence the wider political environment to promote policies that improve Filipinos' overall health and wellbeing and the health system's performance.

Considering the limited time and attention of different stakeholders in health particularly the policymakers within the DOH and legislators in both Houses of Congress, developing clear and concise evidence translation documents, such as policy briefs, research summaries, and infographics - that support them to bridge the know-do gap is essential.

This memorandum provides guidelines to (1) standardize the development and dissemination of evidence translation documents for dissemination, specifically policy briefs, research summaries, and infographics, and (2) outline the monitoring and evaluation framework and plan.

II. DETAILS

The evidence translation document to be developed will depend on its objective. There are three primary objectives that each document corresponds to. The table below summarizes this.

OBJECTIVE	DOCUMENT	FEATURES	KEY COMPONENTS
To PERSUADE the reader on the urgency and relevance of a policy issue and the need to adopt a suitable policy option	Policy Brief (Annex I)	<ul style="list-style-type: none"> • Begins with a policy problem • Presents and evaluates at most 3 policy options 	<ul style="list-style-type: none"> • Executive Summary • Policy problem and context • Current policy situation • Policy options
To EDUCATE the reader through a summary of a research study conducted	Research Summary (Annex II)	<ul style="list-style-type: none"> • Starts with a research question • Like an executive summary of a research paper 	<ul style="list-style-type: none"> • Research question • Objectives • Summary of methods and results • Conclusion & Recommendations
To INFORM the reader about a topic by presenting useful, actionable, helpful information	Infographic	<ul style="list-style-type: none"> • Starts with a main idea or concept • Tells a story using images, text and data • Visually-compelling 	<ul style="list-style-type: none"> • Engaging title • Accurate information and data • Concise text • Design that fits the concept • Creative graphs and charts (optional)

The evidence translation documents shall be (1) based on reputable, vetted sources (2) clear and concise (3) accessible to the intended audience (4) timely (5) designed in a way that facilitates memory (6) can be referenced.

The monitoring and evaluation framework, indicators and data sources are summarized in the table below.

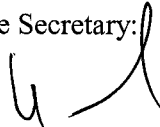
PROCESS	OUTPUT	OUTCOME
Knowledge assessment: number of needs assessment conducted - <i>Data Source: records</i>	Reach: number of copies distributed to existing list - <i>Data Source: mailing list, emailing list, web analytics, meeting attendees list</i>	Use: number of users adapting information products or services; number of users using an information product to inform policy and advocacy, to enhance
Knowledge synthesis:		

number of products created and available, by type - <i>Data Source: records</i>	Usefulness: user rating of content and relevance of product - <i>Data Source: survey questionnaire</i>	programs, training, education, or research - <i>Data Source: survey, citation</i>
--	--	--

1. All offices in the Department of Health and its attached agencies are encouraged to develop evidence translation materials.
2. The Health Research Division of the Health Policy Development and Planning Bureau (HRD-HPDPB) shall edit, format and disseminate these.
3. New products shall be released every first Wednesday of the month. These shall be disseminated primarily through the following channels (1) hard copies delivered or mailed (2) soft copies emailed through a list serve and (3) soft copies available in the DOH website. These shall also be disseminated in meetings, research fora, brown bags or roundtable discussions sponsored by DOH or its partners during the same month.
4. The originating office shall draft a Policy Brief, Research Summary or Infographic depending on its objective following the prescribed format and content as stated in the attached Annexes.
5. The originating office shall submit the draft along with copies of the original article/references to HRD-HPDPB.
6. Cut off-time for submission shall be the first Friday of the preferred distribution month.

For strict compliance.

By Authority of the Secretary:



LILIBETH C. DAVID, MD, MPH, MPM CESO III
 Undersecretary of Health
 Office for Policy and Health Systems

ANNEX I. POLICY BRIEF

Guidelines:

- The objective of a policy brief is to PERSUADE the reader on the urgency and relevance of a policy issue and the need to adopt a suitable policy option.
 - The policy brief must start with a clear policy issue.
 - The policy brief should be at most 3 pages. The information should be written clearly and succinctly. The reader should be able to understand a summary of the issue, its context, and possible actions to address the issue. The most important information should be found on the first page.
-

TITLE

- I. Executive Summary (approx. 150 words)
 - II. Statement of the Problem
 - III. Overview of the Problem
 - a. Context
 - b. Current policy situation
 - IV. Policy Options (at most 3 options)
 - a. Option 1
 - i. Rationale
 - ii. Practical Steps to take
 - b. Option 2, etc.
 - V. References
-

ANNEX II. RESEARCH SUMMARY

Guidelines:

- The objective of a research summary is to EDUCATE the reader through a summary of a research study conducted
- The research summary should only be 300 words. It is similar to an abstract of a research paper. The reader should have a clear idea about the research problem, methods used, results, conclusion, and recommendation.
- A link to the actual complete research study should be included in the document.

TITLE

(Shorter version of the research study title)

- I. Background (Including the research question and objectives)
 - II. Method
 - III. Results
 - IV. Conclusion & Recommendations
 - V. Limitations
 - VI. References
-