

# Developing a Pitch to Policymakers

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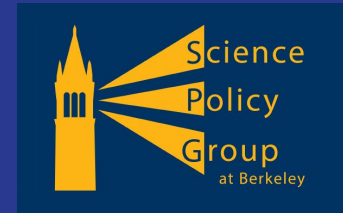
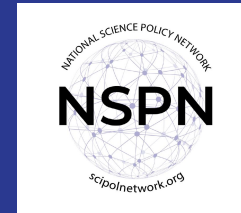
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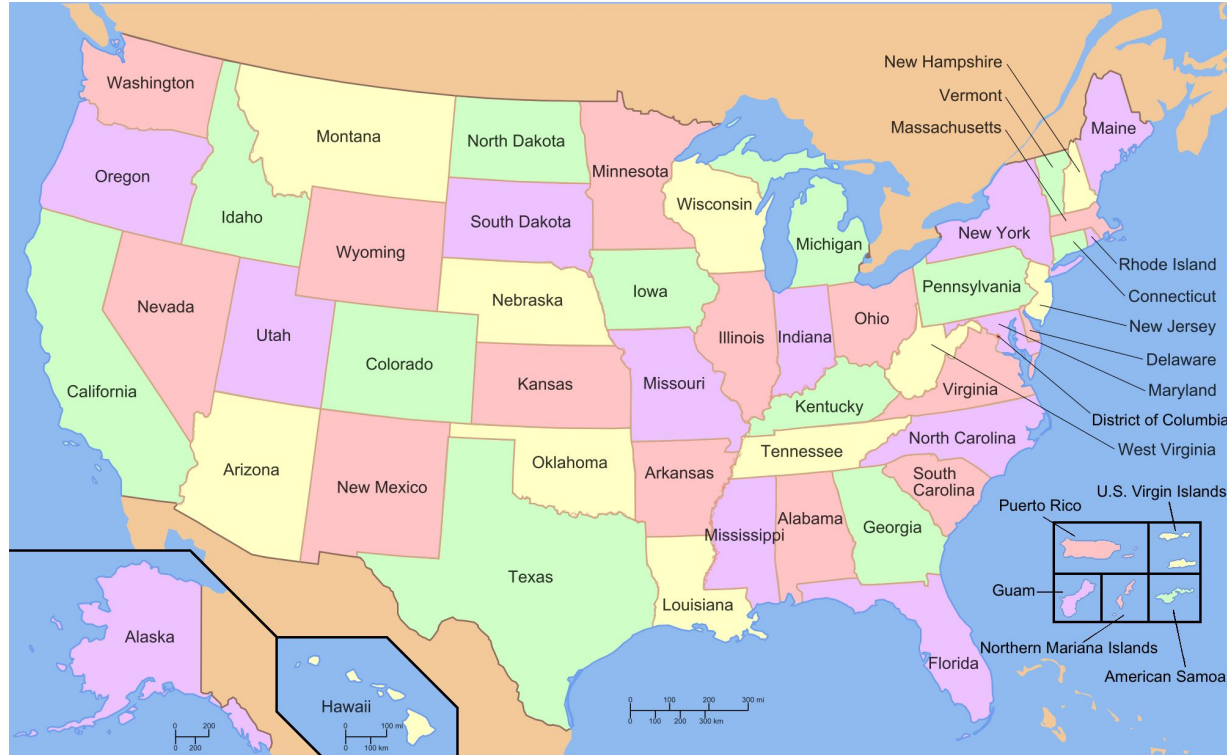
# What I Hope you will Learn

- The different levels of policymaking
- “Science for Policy” and “Policy for Science”
- Strategies to impact policy
- A draft (or at least, an idea) of a pitch you can make
  - One-pager
  - Policy memo
  - Op-ed

# Levels of Policymaking



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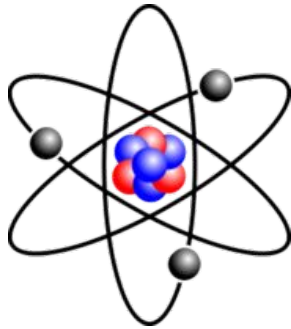
# Science



# Policy

A framework for thinking and examining the world

An infrastructure for research at universities, labs, etc.

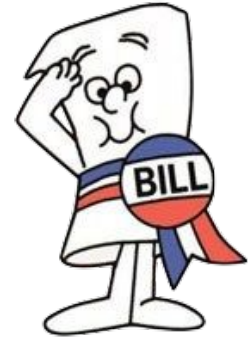


Legislation

Regulation

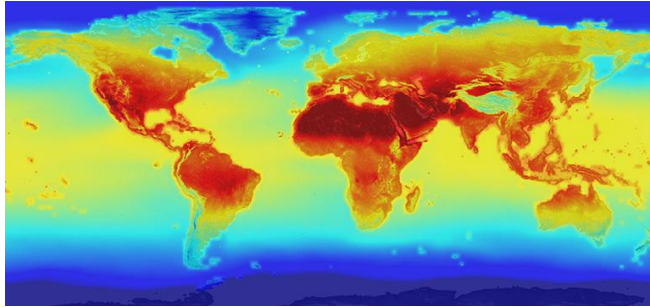
Implementation

Structures

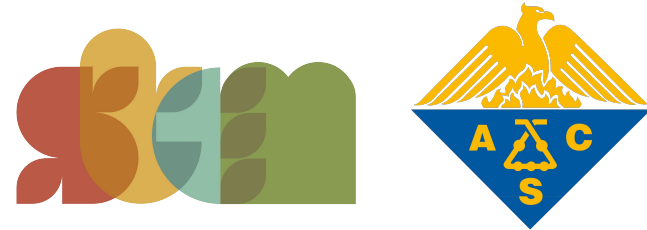




# Science for Policy



# Policy for Science



# Impacting Policy: Methods

## 1. Direct advocacy to policymakers

- Lobbying
- Meeting with legislators and staffs
- Ask university to help you arrange meetings
  
- Carry one-pagers and/or other relevant documents
- One-pager should have the key points you want to address. Figures and graphs are good; bullet points are good. Long, verbose paragraphs are bad.
- Use as a tool, not as a sole piece of information. Legislators can read it while you're talking or after you leave. Make sure it includes contact info and follow-up. Have a specific request.
  
- Policy memos are longer (5-10 pages). They can still be given to legislators/staffs, but the context is usually a longer meeting or a long-standing relationship.

# Impacting Policy: Methods

## 2. Op-Eds

- Written to a newspaper, magazine, etc.
- Local is better!
  - For example, in California, op-eds to the Sacramento Bee are circulated to dozens of local newspapers.
  - Local newspapers are read by Congressmembers, state legislators, etc.
- ~500 words (varies by publication)
- Have an ask for the reader

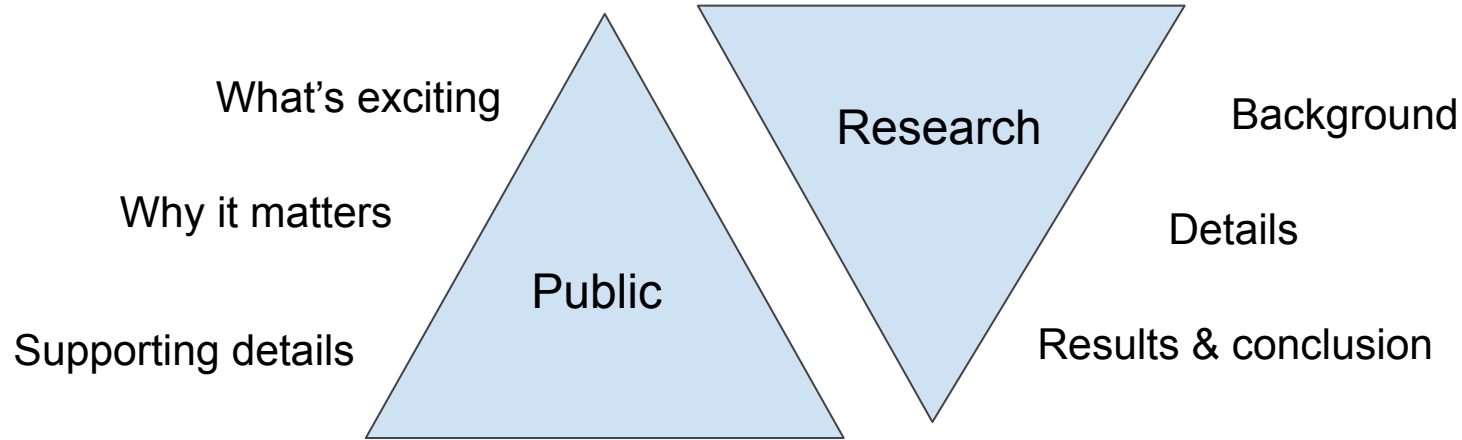
# Impacting Policy: Methods

## 3. Other methods

- Voting
- Protests, petitions, marches, etc.
- Running for office or supporting a candidate
- Joining a commission

In this workshop, I will focus on Methods 1 and 2.

# Impacting Policy: Strategy



*Adapted from AAAS*



# Impacting Policy: Strategy

What influences politicians?

- District, Personal beliefs, Media

Meaningful, easy to understand message with an actionable request

Avoid technical jargon

- Advice: ask your non-expert friends whether they do/don't understand your language

Remember: science is only one piece of the puzzle. The rest: budgets, politics, relationships, priorities.

# Interactive Workshop

Example of 1-pager [here](#)

Developed by me (Vetri) for a visit to federal legislators, where I advocated for funding scientific research agencies, especially the Dept of Energy which funds my research

# Interactive Workshop

Come up with an idea of a policy issue that you are interested in advocating on (a few ideas below). The more specific, the better, if possible. Also, choose to either write an op-ed in a newspaper or make a one-pager for a legislative visit. Take 20 minutes to come up with an outline of what to include in this. Bullet points, graphs, talking points, etc.

## Science for Policy

- Equitable and efficient manufacturing and distribution of a COVID-19 vaccine
- Updated regulation of GMO crops
- Plastics recycling
- Quantum computation and cybersecurity
- Banning fossil fuels in the CA grid by 2035
- Housing policy in wildfire-prone areas

## Policy for Science

- Increased funding for [insert your favorite scientific funding agency]
- Visas for international scholars
- DACA and other policies for undocumented scientists
- Representation of minoritized groups in STEM

# Interactive Workshop: Check-In

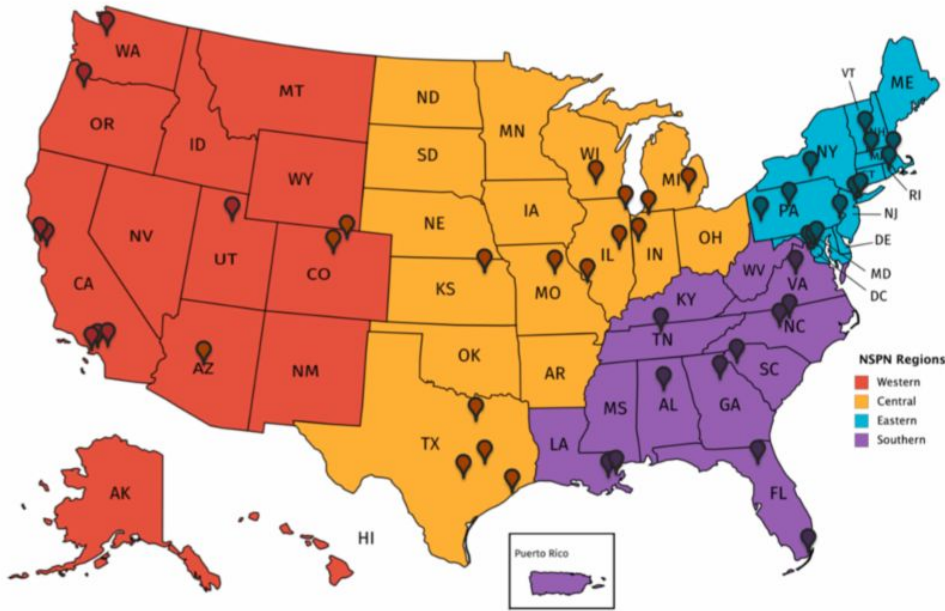
What was easy? What was difficult?

What questions arose?

Does anyone want to volunteer to share their ideas and get feedback?

# Post-Workshop Resources

## National Science Policy Network



- 48+ Groups
- 700+ Members
- Funding Opportunities
- Training
- Competitions
- Events
- Annual Conference

<https://scipolnetwork.org/>



# Post-Workshop Resources

## Union of Concerned Scientists

- “Writing Persuasive Policy Briefs”, by Deborah Moore:  
<https://sciencepolicy.berkeley.edu/wp-content/uploads/2020/03/2019-Nov-19-UCB-SPG-How-to-write-a-Policy-Brief-UCS-Slides.pdf>
- “Science Communication Portfolio: An example portfolio on Sea Level Rise”:  
<https://www.ucsusa.org/sites/default/files/attach/2015/04/Science%20Communication%20Portfolio%20Sample.pdf>

## Science Policy Group at Berkeley

- One-pagers for sharing research with legislators:  
<https://drive.google.com/drive/folders/1WUmRE1XwSJ523p48TRLhbqfHRWeDr-Sq>
- One-pagers for legislative advocacy at the state level:  
[https://drive.google.com/drive/folders/1wtMkCZwKIgCUBllLpeDCH\\_J3wPR6B1g](https://drive.google.com/drive/folders/1wtMkCZwKIgCUBllLpeDCH_J3wPR6B1g)