

Knowledge Mobilisation Guide

TEMPLATE 3: CREATE A FACT SHEET

In a recent survey of ILO constituents, several participants commented that they often incorporate ILO data into concise fact sheets.

These tips and template will help you tailor your message to specific issues, legislation and policy makers. The templates will help you strengthen your position and gain support for your ideas.

Why a one-pager

- Policy makers rely on one-pagers to help them learn about a topic and make decisions.
- One-pagers allow you to make a case for your idea quickly.
- It serves as leave-behind reminder for staff or policy makers to rely on.
- Ideally, it should be customized to the individual or office with whom you are leaving it.

What's on a one-pager?

- The one-pager should focus on only one issue and should contain the most pertinent information and talking points on the subject that the recipient needs to know to come to a decision.
- The document should succinctly summarize the major points, highlight why policy makers should care, and include prompts to guide policy makers' decisions.
- It should describe the policy action required to address the issue of concern, or a summary of the issue.
- It should include a recommendation and a specific call to action.

How to build a position for policies that support ending forced and child labour

1. Framing: Using gain frame vs. loss frame

Gain-framed messages emphasize the advantages or benefits of engaging in a recommended behavior. Loss-framed messages emphasize the disadvantages or costs of failing to comply with the recommendation.

2. Use the power of story

Storytelling is the most powerful tool we have for conveying information. People are more likely to remember your information if it is shared as a story.

- A story is meant to take individuals on a journey outside of themselves — creating opportunities to connect, challenging dominant ideas or beliefs, and evoking a feeling of transportation to a world different from your own.
- If you can wrap the data and statistics that you want to share into a compelling story, you create space to help your audience understand your ideas.
- Use a story to provide context to your data. Otherwise, people will make assumptions about what your data means.
- Use the data to tell a story that follows the traditional narrative arc, with a beginning, middle and end, and include conflict and resolution. Embed numbers in a narrative. An effective way to organize social change communications is to

start with a value, provide an explanation of the process at work, illustrate the problem, and then offer a policy-level solution. Integrate data into 'problem' and 'solution' sections—and kick the habit of leading with it.

- Without context for the statistics, people may see issues as an individual problem rather than a societal problem.
- Use the data that you have to build a story that allows people to see a solution, one that is solved by adopting policies that end forced and child labor. To increase the likelihood that this story will resonate with the policy maker you're trying to reach, choose a protagonist in the story who reflects the same demographics as their constituents.
- Policy makers don't like to base a big decision around a single instance, so use the story to connect with them and illustrate a larger trend.
- Avoid harmful, dominant narratives
Counter-narratives, stories that break expectations and stereotypes, have the power to shift our beliefs and assumptions. Tell a story that shows there is a need for a policy-level solution, rather than a need to fix a certain population or demographic.

Gathering the information to write your one-pager

- What is the purpose of my story? What do I want to happen? Is it to educate, inform, gain emotional support, gain acceptance or make change?
- What is the problem you're trying to solve? In one or two sentences, state the problem and why it's an urgent concern.
- Focus on just one problem.
- Who is the audience? What do you know about them (values, identities, worldview, knowledge of issue)? The more narrowly you can define and understand the audience, the more strategic you can be in inspiring them with the right message. How might you tailor your message to them that aligns with their priorities and perspectives?
- Background information What information does your audience need to have to form a clear understanding of the problem? Is there current or pending legislation addressing the issue? Give them just enough to be informed, and reference where they can find more.
- Data? Use no more than three or four data points for evidence-based information to support your message. Show the data within a story and select which data you use carefully. Use data that highlight different social conditions and contexts because these reinforce the "individual choice" narrative.
- Use research data and facts and illustrate them with one or two charts or visuals. Be sure to cite or footnote data, but don't overuse.
- Be clear about your ask. Make your ask concrete and specific. Be clear about what's needed and why it's needed. Make sure what you ask is something that's within their power to do. I
- Identify a title for your fact sheet that is informative, engaging, compelling. Helps explain what will be covered.

