



Influencing Policy Through Impact-Based Evidence And Strong Relationships

Building an Effective Policy Brief/Policy Message

- Use the government's framework to determine their priorities, key performance indicators, and mandate scope to help you determine the best approach and narrative to build a policy brief/policy message
 - ◆ GAC Departmental Plan
 - ◆ Minister Mandate Letter
 - ◆ Report to Parliament on ODA
- Not all policy needs to be fully developed into its own document or iteration, often the most influential way of engaging in policymaking is to have the government capture these ideas in existing frameworks or areas of prioritization in order to increase the efficiency of getting things accomplished.
 - ◆ For example, influencing FIAP is an effective way to integrate enhanced policy proposals, outcomes and targets into an existing framework. The key with existing frameworks is to ensure as policy is prioritized and added, it's also **funded** by government.
- Evidenced-based policy is important because it provides governments the data they need to make decisions on funding and issue prioritization. As a sector expert, your relationship with government stakeholders is key.
- Providing the evidence, ROI and impact of policy helps give cover and reason for increased funding and investment; and so does showing the impact of existing policies, funding/investments, and projects – where has Canada been successful, how does it exemplify Canadian leadership and how does that merit continued prioritization.

Tools and opportunities for parliamentary committee engagement

- 1) **The Standing Committee on Foreign Affairs (FAAE)** is the main parliamentary committee which does engagement with the international development and global health sector
- 2) **The Standing Committee on Finance (FINA)** is the main parliamentary committee which deals with the ability to influence funding and budget decisions by the Government.

How to engage with committee:

- 1) **Submissions:** submissions are made on a relevant topic of study by the committee, which can be seen on the committee page under "Work".
 - For FINA, the most relevant submission is the **pre-budget submission**. The pre-budget submission is the main opportunity for your organization, or coalition

of organizations to identify and establish the areas which are critical for Canada to invest in, through it's next budget cycle. The structure of the submission is usually done in 2-4 recommendations, and in many cases you may see the same recommendations over several years (because policy work is slow!). FINA takes pre-budget recommendations usually between August and October on a yearly basis. These same submissions can then be used to send to the Department of Finance during their pre-budget consultations in January-February of the following year. You can see submissions from previous years and previous organizations on the committee webpage.

How to make a submission: email the Clerk of the Committee (FINA or FAAE) to understand the deadline for submission and to make your final submission.

- FINA: FINA@parl.gc.ca
- FAAE: FAAE@parl.gc.ca

2) Committee Hearings: Committee Hearings are held by the committees to invite a series of stakeholders to present arguments, evidence, and relevant background information on the topic of study undertaken by the committee – which includes the pre-budget submissions. A request to appear in front of committee can be done by emailing/asking the Clerk of the Committee to be added to the witness list, or by leveraging a relationship with a Member of Parliament on the committee to be placed on the witness list.

Tips for committee engagement:

- Monitor their page to engage in key studies and committee work. For example in Spring 2023, FAAE ran a committee study on the SRHR Rights of Women Globally.
- Use your submission to reinforce your policy position and the impact Canada can have in the outcomes of this work - why is it important to ALL Parliamentarians that Canada shows up for this policy priority?
- Use the committee as a stepping stone for greater parliamentary engagement across all parties.