

# Communications for Public Policy Delivery



Appreciate the role of communications in the delivery of public policy



Learn how to use behavioural insights to create effective messages



Explore the moral and ethical dimensions of policy messaging

In a time of decreasing trust in the government, effective public policy relies on being able to effectively communicate with citizens. To better engage with them, policymakers must first understand the motivations behind people's behaviour, and then use those insights to shape messages that can influence their audience. Effective communication also requires a nuanced understanding of the changing media landscape and the latest developments in digital technology.

The *Communication for Public Policy Delivery* programme draws on WPP's work with over 70 governments worldwide and the government communications experience of the Lee Kuan Yew School of Public Policy's faculty. It aims to provide you with conceptual foundations and practical knowledge in using behaviour insights to communicate policies effectively to the public.

You will learn about the different functions of the key marketing disciplines of market/social research, media planning and buying, advertising, and public relations.

Combining classroom learning with a 'Live Challenge' component, the course allows you to experience the working culture of a communications agency by putting together a pitch on a real government communication challenge.

## WHO SHOULD COME

- Senior government officials charged with developing or implementing public policy, particularly in the area of citizen engagement and/or behaviour change
- Senior- and middle-level government communicators who wish to deepen their understanding and skills in strategic communications

## WHAT YOU WILL GAIN

- Appreciate the role of communication in the successful delivery of public policy
- Appreciate the relationship between behaviour change theory, communication strategy, and policy outcomes
- Explore the moral and ethical dimensions of framing and communicating policy messages
- Understand the unique challenge of delivering public policy in an era when social media echo chambers filter out government information

## FEATURED FACULTY

### Sean Larkins

Global Director of Capability at WPP Government & Public Sector Practice

### Leong Ching

Vice Provost (Student Life) and Associate Professor, Lee Kuan Yew School of Public Policy

## ABOUT THE PARTNERSHIP



WPP is a global leader in marketing and communications services business. Its Government & Public Sector Practice works with more than 70 governments worldwide. The Practice has delivered this programme with the LKY School and trained over 140 government officers over five runs.



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