

# RESEARCH COMMUNICATION PROGRAM

Turn Insights into Impact



Leaders of Africa Institute • 2025



Bridging inquiry and creativity  
is the future of development  
research and advocacy

# ABOUT THE LEADERS OF AFRICA INSTITUTE

The Leaders of Africa Institute (LoAI) is a special and life-changing place to upskill, engage in international networking, build personal and collaborative relationships with professors, and amplify one's voice in research, academia, international development, and business. LoAI provides Scholars & Fellows with the tools and platform to creatively transform knowledge production and society.

There are many things that make LoAI unique. We value personal relationships and collaboration, creativity and experimentation, rigor, engagement, and a mission-driven approach to skills, knowledge, and career development.

We cultivate well-rounded faculty members, graduate students, civil society, government, entrepreneurial, and emerging professionals. Everyone at the LoAI is bound by the highest standards of ethical thought leadership enshrined in our Leaders of Africa Pledge and Leaders of Africa Institute Honor Code. To learn more about our values, kindly visit: <https://www.institute.leadersofafrica.org/about/>

We encourage you to explore the ongoing and future programming at LoAI and the Leaders of Africa. We also invite you to reach out to us at [institute@leadersofafrica.org](mailto:institute@leadersofafrica.org), so that we may match your interests with your program offerings.

The Leaders of Africa Institute is a special institution with a distinctly international community and a personal approach to teaching and learning.

## Knowledge Production and Advocacy for the Good

# RESEARCH COMMUNICATION PROGRAM 2025

## ACCELERATING IMPACTFUL INSIGHTS

The ability to effectively communicate research findings is more critical than ever. As society faces complex challenges — from climate change and public health crises to social inequality and technological innovation — research has the potential to drive meaningful change. The impact of research depends not just on the quality of the work, but also on how well it is communicated to those who can act on it.

By becoming research communication experts, Scholars in the program will enhance their ability to translate complex research ideas and findings into clear, accessible, and compelling messages. This skill set is invaluable for engaging with diverse audiences, including academic peers, policymakers, and the broader public. Whether the goal is to influence policy, contribute to public debate, or foster collaborations, effective communication ensures that research findings are understood, valued, and applied in ways that can make a social impact.

A central component of the program is the Capstone Project, where Scholars design a research communication project of their choice and present it at the International Showcase. In the process, each Scholar builds and strengthens their research communication portfolio. Research Communication Scholars will also gain a competitive edge in their careers. In an increasingly interdisciplinary and collaborative research environment, those who can bridge the gap between research and practice are in high demand. By learning how to craft messages that resonate with different audiences, Research Communication Scholars will expand the reach and impact of their work and enhance their professional profiles, making them more effective researchers, advocates, and leaders in their fields.

## ABOUT RCP 2025

The Research Communication Program (RCP) equips researchers, faculty, practitioners, and advocates with the skills and strategies needed to effectively communicate their research and findings to a variety of audiences, including academic peers, policymakers, and the general public. Research Communication Scholars will learn how to tailor their messages for different stakeholders, develop clear and compelling narratives, and employ various communication channels.

The program covers best practices for writing research briefs, creating policy memos, and engaging with media, as well as techniques for presenting complex information in an accessible and impactful way.

Throughout the program, Scholars will practice these skills using their research and build a portfolio. By the end of the program, Research Communication Scholars will be prepared to amplify the reach and influence of their work across different settings and sectors. **Click below to access the program page:**

<https://www.institute.leadersofafrica.org/program/research-communication-program/>

## IMPORTANT DATES & INFO

**Application Deadline:** October 10th, 2025

**Notification of Decision:** By November 1st, 2025

**Program Dates:** November 2025 – January 2026

**Program Format:** Live Synchronous Virtual Cloud Classroom (~3 hours per week)

**Certificate:** Official Leaders of Africa Certificate

## IMPACT SCHOLARSHIP & TUITION

The total tuition for the program is 3,500 USD. Every accepted applicant receives an Impact Scholarship worth approximately 3,200 USD. If accepted, the remaining fee is only between 250 and 350 USD.

### RESEARCH COMMUNICATION PROGRAM 2025

Turn Insights into Impact



Applications Open  
[bit.ly/ResearchImpact2025](https://bit.ly/ResearchImpact2025)  
 Leaders of Africa Institute



# RESEARCH COMMUNICATION PROGRAM SKILLS



## AUDIENCE ANALYSIS & STRATEGY

Understanding your audience is crucial for effective communication. This skill involves identifying the needs, interests, and knowledge levels of different stakeholders, such as academic peers, policymakers, or the general public. Scholars will learn how to tailor their messages to resonate with each audience, ensuring that their research is relevant and accessible. By mastering audience analysis, researchers can maximize the impact of their work, making it more likely to influence decisions, spark dialogue, and foster meaningful change. Scholars will also learn how to measure and evaluate the impact of research communication efforts with tracking and analytics, such as Google Analytics.



## STORYTELLING TECHNIQUES

Research is more impactful when it tells a compelling story. This skill focuses on crafting narratives that make research work and findings memorable and engaging. Scholars will learn how to highlight key messages, use vivid examples, and create a logical flow that guides the audience through complex information. Effective storytelling can transform data and results into a narrative that captures attention and conveys the significance of the research, making it more relatable and persuasive across various audiences. Scholars will also learn how to tell their story as a researcher and craft a portfolio website using Wix and WordPress.



## POLICY COMMUNICATION

Translating research into actionable insights for policymakers requires a specific set of skills. Scholars learn how to create clear, concise policy briefs and memos that distill complex research into practical recommendations. Scholars will also explore how to structure their communications to align with the policy process, addressing the needs of decision-makers and ensuring that their research can inform and influence policy debates. This skill is essential for researchers aiming to make a tangible impact on public policy.



## MEDIA ENGAGEMENT

Engaging with the media is a powerful way to amplify research findings and reach a broader audience. This skill involves understanding how to work with journalists, craft press releases, and give effective interviews with expert public speaking skills. Scholars will learn techniques for simplifying complex information, framing research in ways that appeal to media outlets, and managing public communication during crises or high-stakes situations. Mastering media engagement allows researchers to raise the profile of their work and contribute to public discourse.



## VISUAL & MULTIMEDIA COMMUNICATION

Visuals can make research more accessible and engaging. This skill focuses on designing impactful graphics, infographics, videos, formatted papers, and presentations that effectively convey key research messages. Scholars will learn principles of visual design, including how to use color, layout, and data visualization tools to enhance comprehension and retention. By developing strong visual communication skills, researchers can create materials to inform and captivate their audience, making complex ideas easier to understand and remember. The program offers instruction in using helpful software and tools including Overleaf/ LaTeX, Canva, DaVinci Resolve, CapCut, Open Broadcaster Software and production tools, and interactive presentation platforms to streamline research communication efforts.



## PERSONAL MENTORSHIP

The program offers mentoring and a personalized relationship with instructors. The program also offers a framework for international networking and building research relationships that span the globe. Scholars will also have access to the Leaders of Africa Institute's professional network.

# REACHING AUDIENCES

Research communication should be tailored to its intended audiences. The Research Communication Program modules focus on diverse audiences, providing insights into their expectations, relevant communication mediums, and measures of impact. Scholars will engage with various communication platforms and apply their skills to their own research, advance an impactful Capstone Project in the mediums of their choice, and practice effective strategies for engaging policymakers, activists, learners, private-sector stakeholders, and funders. Below are some of the communication mediums emphasized in the program.

## DEVELOPING A RESEARCH PROFILE

Developing a strong research profile is crucial for increasing visibility and attracting opportunities. Research Communication Scholars will learn how to strategically curate their online presence (including creating a research website), showcase their work, and build a professional network that reflects their expertise to advance their academic and professional careers.

## PREPARING RESEARCH ARTICLES

Preparing clear and well-structured research articles is essential for an academic audience. Scholars will focus on refining existing papers and manuscripts, improving clarity, and overall structure to meet publication standards. We use tools such as Overleaf and LaTeX to produce publish-ready papers.

## CRAFTING POLICY BRIEFS

Crafting effective policy briefs translates complex research into actionable recommendations for decision-makers. Scholars will learn to write concise, targeted briefs with visualizations that distill their findings into practical insights to bridge the gap between research and policy impact.

## DESIGNING & DELIVERING PRESENTATIONS

Delivering engaging and impactful presentations is key to sharing research at conferences and public events. Scholars will learn to communicate their ideas clearly, use visual aids effectively, and adapt their message for diverse audiences, enhancing their presentation skills and boosting their influence.

## PARTICIPATING IN MEDIA INTERVIEWS & MULTIMEDIA

Participating in media interviews allows researchers to communicate their work to a wider audience. Scholars will practice responding confidently to journalists' questions, ensuring their research is represented accurately while learning strategies for engaging with media outlets and crafting their own multimedia productions (e.g., documentaries) to raise public awareness.

## FACILITATING SESSIONS & WEBINARS

Facilitating sessions and webinars provides a platform for sharing research and fostering discussion. Scholars will develop skills in planning, hosting, and engaging audiences through interactive in-person and online sessions, enabling them to expand the reach and impact of their research in an increasingly digital and participatory world.

## CREATING BLOGS & SOCIAL MEDIA POSTS

Writing concise, engaging blog posts, press releases, and social media articles enhances the visibility of research across platforms. Scholars will learn how to distill complex findings into short, accessible posts that capture attention, engage with broader audiences, and foster public dialogue about important research themes.

# INTRODUCING OUR SCHOLARS PAST & PRESENT

We have welcomed Scholars and Fellows from over forty-five countries and provided over 2 Million USD worth of Impact Scholarships. To learn more about some of our Scholars and Fellows visit our program page at [institute.leadersofafrica.org/program/research-communication-program/](https://institute.leadersofafrica.org/program/research-communication-program/) or at [institute.leadersofafrica.org/scholars-fellows](https://institute.leadersofafrica.org/scholars-fellows). We present some of the many impactful research leaders from Research Communication Programs past and present.

## FEATURED

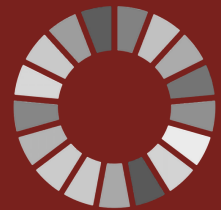


### DR. ANNE MERCY ADERA

KENYA, RCP 2024

I am a pharmacist with over four years of experience in academia and digital healthcare, passionate about leveraging technology to improve health systems and access to care. Currently, I serve as Digital Health and E-commerce Pharmacist at Garnet Pharmacy Limited, Tutorial Fellow at The Technical University of Kenya, and Chief Product Officer at ZenDawa Africa. I hold a Master of Pharmacy in Pharmacovigilance and Pharmacoepidemiology from the University of Nairobi and actively contribute to advancing pharmaceutical practice in Kenya.

#### ENSURING HEALTHY DECISIONS

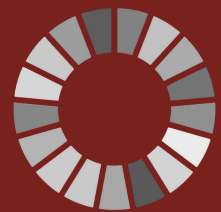


### DR. ADAORA ISABELLA ODIS

NIGERIA, RCP 2024

I am a public health researcher and vaccine equity advocate with a Ph.D. in Public Health. As a 2022 WHO Fellow on COVID-19 Recovery for routine immunization and 2023 GirlLead Fellow, I focus on vaccine hesitancy, community engagement, and evidence-based strategies to improve uptake. With over 15 published works and active roles in international organizations, I am dedicated to advancing equitable healthcare, mentoring future vaccine advocates, and empowering communities across Africa and beyond.

#### PROMOTING VACCINE UPTAKE

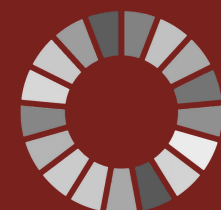


### MINA OKURU

GHANA, RCP 2025

I am a communications professional passionate about leveraging strategic communications for African citizen engagement and development at national, regional, and continental levels. With experience spanning public diplomacy, diaspora engagement, media relations, and international development, I have worked with the African Union, British High Commission Accra, GIZ Ghana, and Afrobarometer. I also produce the Climate Smart Africa podcast. A Chevening Scholar with a Master's in International Public Relations from Cardiff University, I am committed to amplifying African voices in policy and development.

#### COMMUNICATION FOR DEVELOPMENT



# SCHOLARS PAST & PRESENT CON'T

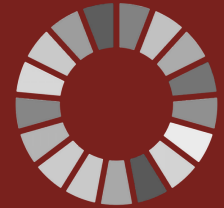


## OLUWAFUNMITO ODEFEMI

NIGERIA, RCP 2024

I am a data, evaluation, and technology professional passionate about using data-driven insights to strengthen program effectiveness and decision-making in social impact initiatives. Currently, I serve as Senior MEL Data Coordinator at One Acre Fund, where I oversee data quality management systems to ensure integrity and transparency. I hold bachelor's and master's degrees in physics from the University of Ibadan and a Microsoft Certified: Power BI Data Analyst credential. I am deeply committed to technology education and youth capacity development.

### DATA FOR DEVELOPMENT

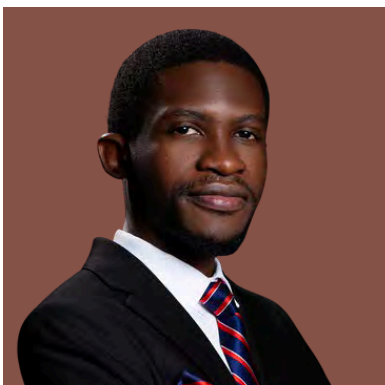
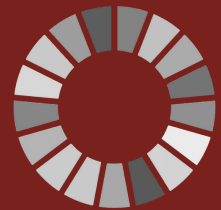


## LANCER WAO

KENYA, RCP 2024

I am a communications professional with over six years of experience in development, advocacy, and corporate communications. Currently, I serve as Communications and Publications Assistant at the African Economic Research Consortium, where I manage publications, communications, and social media. I am pursuing an MSc in Communication Studies at Moi University, focusing on digital media for policy advocacy. I also co-founded Wema Health Foundation, advancing girls' education, women's health, and community well-being in underserved areas of Kenya.

### TRANSLATION OF RESEARCH

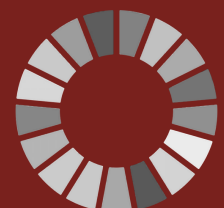


## MUUNDA MUDENDA

ZAMBIA, RCP 2024

I am a researcher and creative catalyst working at the intersection of industry, academia, and government. With experience at Zambia's NISIR and Kenya's KEMRI, I specialize in natural products research, ideation, product development, and advocacy. I have led teams in East Africa through innovation, funding acquisition, and pitching platforms, while also mentoring young scientists. As a science policy advocate, I am passionate about advancing innovation ecosystems, empowering youth, and challenging the status quo to drive Africa's development.

### APPLIED SCIENCE POLICY FOR DEVELOPMENT





# A GLOBAL NETWORK OF IMPACT LEADERS

Through the global network of mentors and alumni, the Leaders of Africa Institute and the Research Communication Program (RCP) offer a worldwide network of research and social innovation leaders, as well as opportunities for international exposure for research and social impact. To date, the Leaders of Africa Institute and Research Communication Program has welcomed Scholars and Fellows from over 45 countries.



Leaders of Africa Institute Scholars and Alumni



# APPLYING TO THE PROGRAM

## APPLICATION MATERIALS

To complete the application, you will need the following materials:

- Curriculum vitae/ resume (one PDF of up to 5 MB)
- Statement of Interest (500 words maximum).

Your Statement of Interest should include:

- What are your research, thematic, and professional interests and relevant professional background?
- What shaped your interests?
- What do you hope to learn from the Research Communication Program at the Leaders of Africa Institute?
- How will the Research Communication Program help you achieve your career and educational goals?

**DEADLINE:**  
**FRIDAY, OCTOBER 10, 2025**  
**AT 11.59 PM UTC**

**APPLICATION  
PORTAL**

Application Portal Link:

<https://zfrmz.com/386UnBzdo1gSGFbxfHOR>

The Research Communication Program is open to all fields and from all countries internationally. If you have any questions, reach out to the Leaders of Africa Institute at [institute@leadersofafrica.org](mailto:institute@leadersofafrica.org).



Connect with the Leaders of Africa Institute on social media. Click the social media icon to connect.



LEADERS OF AFRICA



@LEADERSAFRICA



MESSANGER GROUPS