

POLICY COMMUNICATIONS



Effectively navigating the health policy landscape to meet your advocacy goals requires a deep understanding of the policy context, the debate dynamics and key stakeholders. Reservoir Communications Group is unique in our ability to go deep on the policy substance while bringing all the tools of strategic communications to bear.

We are known for our ability to bridge between the policy experts and the communicators, influencers and policymakers. Our work is informed by research and our grassroots network provides precision mobilization. We create “purpose-driven” initiatives that build your company’s reputation with key influencers and move the needle on your policy goals.

Bridging the Divide



Your policy position

Use evidence to craft
your narrative & shape
the environment



Your advocacy need

Policy Communications Services

Environment Shaping

- Influencer mapping and engagement
- Stakeholder/grassroots mobilization
- Campaigns and coalitions
- Policy media outreach
- Briefings

Narrative Crafting

- Opinion research
- Narrative, messaging and evidence development
- Incorporating data and insights
- Translation to influencer audiences
- Amplification through earned and paid media