

## **External Influences**

International factors,  
economic and cultural  
influences; etc

## **The Political**

**Context** – political  
structures / processes,  
institutional pressures,  
prevailing concepts, policy  
streams and windows etc.

**Links** between  
policy makers and  
other stakeholders,  
relationships, voice  
trust, networks,  
the media & other  
intermediaries  
etc

**The Evidence,**  
credibility, methods,  
relevance, use,  
how the message  
is packaged and  
communicated,  
etc