Strategic communications as a tool for increasing the resilience and sustainability of evidence-based policy in the face of risks and uncertainty

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Abstract: In today's environment marked by war, crises, and rapidly changing information environments, strategic communications (StratCom) are becoming a key tool for ensuring the resilience and sustainability of public policy systems. They help governments, the expert community, and citizens to agree on understandings of problems, build trust in institutions, and support evidence-based decision-making. In times of risk and uncertainty, StratCom performs a dual function: information stabilization (fighting disinformation, supporting the legitimacy of decisions) and cognitive adaptation (explaining the logic of actions, promoting a culture of evidence-informed policymaking).
The role of strategic communications: Communications as part of the policy cycle; Communications as a mechanism for trust; Communications as a knowledge infrastructure.
Institutional conditions for the development of strategic communications: Formation of a unified state approach to StratCom as a governance tool, not just information policy; Integration of communications into the policy cycle; Professional training of civil servants in the field of evidence-based policy communications; Creation of platforms for interaction between analysts, communicators and politicians; Development of a system for monitoring the effectiveness of communications and public trust.