



How to write a policy brief

Topics

- Planning your policy brief p. 3-12
- Policy brief template p. 13-26
- Designing the brief p. 27-34
- Checking your work p. 35-36



Planning your policy brief

What is a policy brief?

- A short document that presents the findings and recommendations of a research project to a non-specialized audience
- A medium for exploring an issue and distilling lessons learned from the research
- A vehicle for providing policy advice

Work within parameters

A policy brief is:

- A stand alone document
- Focused on a single topic
- No more than 2-4 pages (1,500 words)

A man in a dark suit is seen from the side, gesturing with his hand as he speaks to a group of people. The group consists of several individuals of various ethnicities and ages, all dressed in business attire. They are seated and looking towards the speaker. The background is a bright, out-of-focus office environment. The text "Writing for your audience" is overlaid in white on the lower half of the image.

Writing for your audience

Who are your readers?

Ask yourself:


- Who am I writing this brief for?
- How knowledgeable are they about the topic?
- How open are they to the message?

How can I reach readers?

- What questions need answers?
- What are their interests, concerns?
- What does it take to reach specific readers such as media, decision-makers?

Use the power of persuasion

- Answer the question "What value does this have for me?"
- Describe the urgency of the situation
- Speak in terms of benefits and advantages

A person wearing a light blue button-down shirt is sitting at a dark wooden desk. They are holding a black pen and writing in an open, blank notebook. To the right of the notebook is a silver laptop. The background is a solid orange wall. The top of the image has a blue header with a faint world map. The text "Choosing Your Content" is overlaid in white at the bottom.

Choosing Your Content

Apply a laser focus

- Focus on a single topic
- Define your purpose
- Identify salient points that support the aim
- Distil points to essential info
- Limit yourself to 1,500 words

A close-up photograph of two hands assembling puzzle pieces on a dark surface. The hands are positioned in the upper half of the frame, with fingers carefully placing and adjusting the pieces. The puzzle pieces are scattered across the surface, some already connected and others loose. The lighting is soft, highlighting the texture of the skin and the interlocking shapes of the puzzle pieces. The background is dark and out of focus, emphasizing the hands and the puzzle.

Putting the brief together

Policy brief template

- Executive Summary
- Introduction
- Approach and Results
- Conclusion
- Implications and Recommendations

Lead with a short statement

The executive statement will:

- Distil the essence of the brief
- Provide an overview for busy readers
- Entice readers to go further
- Appear on cover or top of first page
- Be written last

Example:

Elephants are one of the big five wildlife species; their survival is one of the holy grails of conservation. Unfortunately, because of their size and migratory behaviour, elephants often come in contact with people. This is especially true in densely populated southeast Asia. A new study from Sri Lanka looks at one strategy to address this problem – electric fences.

Elephants and Electric Fences.

A study from Sri Lanka EEPSEA 2005

Introduction

- Answers the question *why*
- Explains the significance/urgency of the issue
- Describes the research objective
- Gives overview of findings, conclusions
- Creates curiosity for the rest of brief

Approaches and results

- Provides summary of the facts
- Describes issue and context
- Describes research and analysis
- Should not be overly technical
- Highlight benefits, opportunities

Approaches

- Explains how study was conducted
- Relates who conducted study
- Describes relevant background
- Identifies method used to collect data

Results: what did we learn?

- Make content easy to follow
- Start by painting a general picture
- Move from general to specific
- Base conclusions on results

Example:

Do the Fences Work?

Overall it was found that although the electric fencing does help...it is not capable of completely eliminating conflict. In each...area...technical as well as socio-economic factors affect....success. Technical failures mainly affected the early fences...Other problems resulted from failure to take into account elephant behaviour and distribution patterns.

Elephants and Electric Fences.
A study from Sri Lanka EEPSEA 2005

Conclusion: what does it mean?

- Use section to interpret data
- Aim for concrete conclusions
- Express ideas using strong assertions
- Ensure ideas are balanced and defensible
- If hypothesis was abandoned, explain why

Example:

Overall, it was found that although electric fencing does help mitigate human elephant conflict, it is not capable of completely eliminating the conflict. A social factor that affected the success of electric fences was whether the local community supported the project in their area. Community support was critical in several ways.

Elephants and Electric Fences.

A study from Sri Lanka EEPSEA 2005

Implications and recommendations

- Implications are what could happen
- Recommendations are what should happen
- Both flow from conclusion
- Both must be supported by evidence

Implications: if... then...

- Describe what the researcher thinks will be the consequences
- Less direct than recommendations
- Useful when advice not requested
- Softer approach but still can be persuasive

Recommendations: call to action

- Describe clearly what should happen next
- State as precise steps
- Ensure they are relevant, credible and feasible

Example:

A successful strategy to deal with the elephant problem must be much more far-reaching than it is at present. Such a strategy should include a comprehensive land use planning exercise where elephant habitats....are grouped and interconnected...The elephants' habitat should then be enriched and fenced.

Elephants and Electric Fences.

A study from Sri Lanka EEPSEA 2005



Designing the policy brief

Titles: add a little jazz

- Titles are a reference point
- Sub-titles break up text
- Both should entice readers
- Similar to headline writing
- Verb make them more dynamic
- Questions can pique curiosity

Sidebars can add extra depth

- Is extra to main discussion
- Is meant to “hook” reader
- Sidebars should be:
 - Short
 - Descriptive
 - Stimulating (ask questions)
 - Focused on action

Example:

Repair Bill Could Reach \$250 Million

The Mozambique government estimates that it will cost \$250 million to repair the damage from the cyclone and floods that struck Mozambique in February 2000. Early reports of the damage included the destruction of the following infrastructure: a key rail link used to bring in fuel and goods from Zimbabwe and South Africa; hundreds of kilometres of roads, which are fundamental to market reforms, among other things; electricity and telephone lines: more than 140 schools; and health centres.

Callouts

- Sentences or sentence fragments
- Printed in larger fonts
- Boxed or placed in margins

Example:

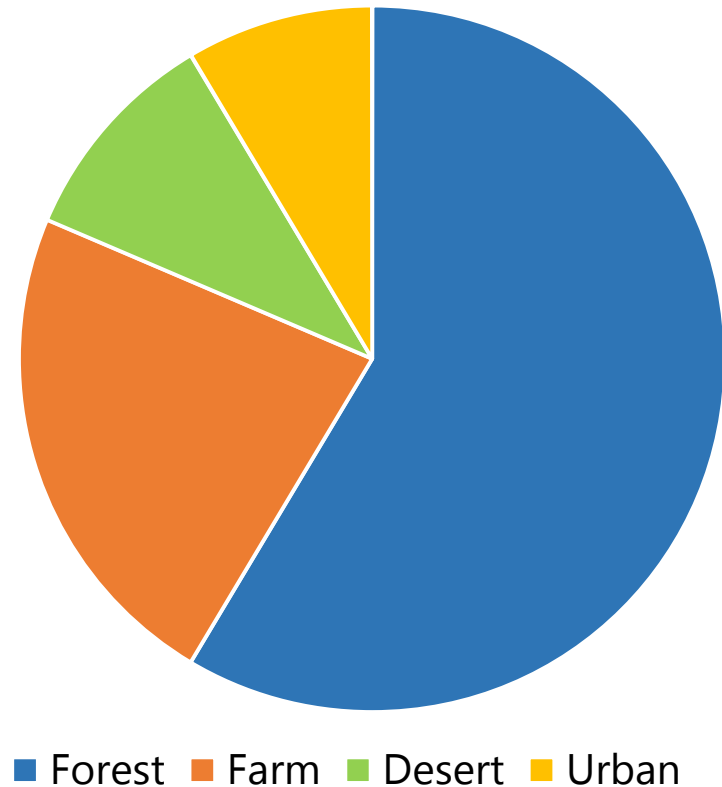
Electric fences are not a “stand alone” solution.

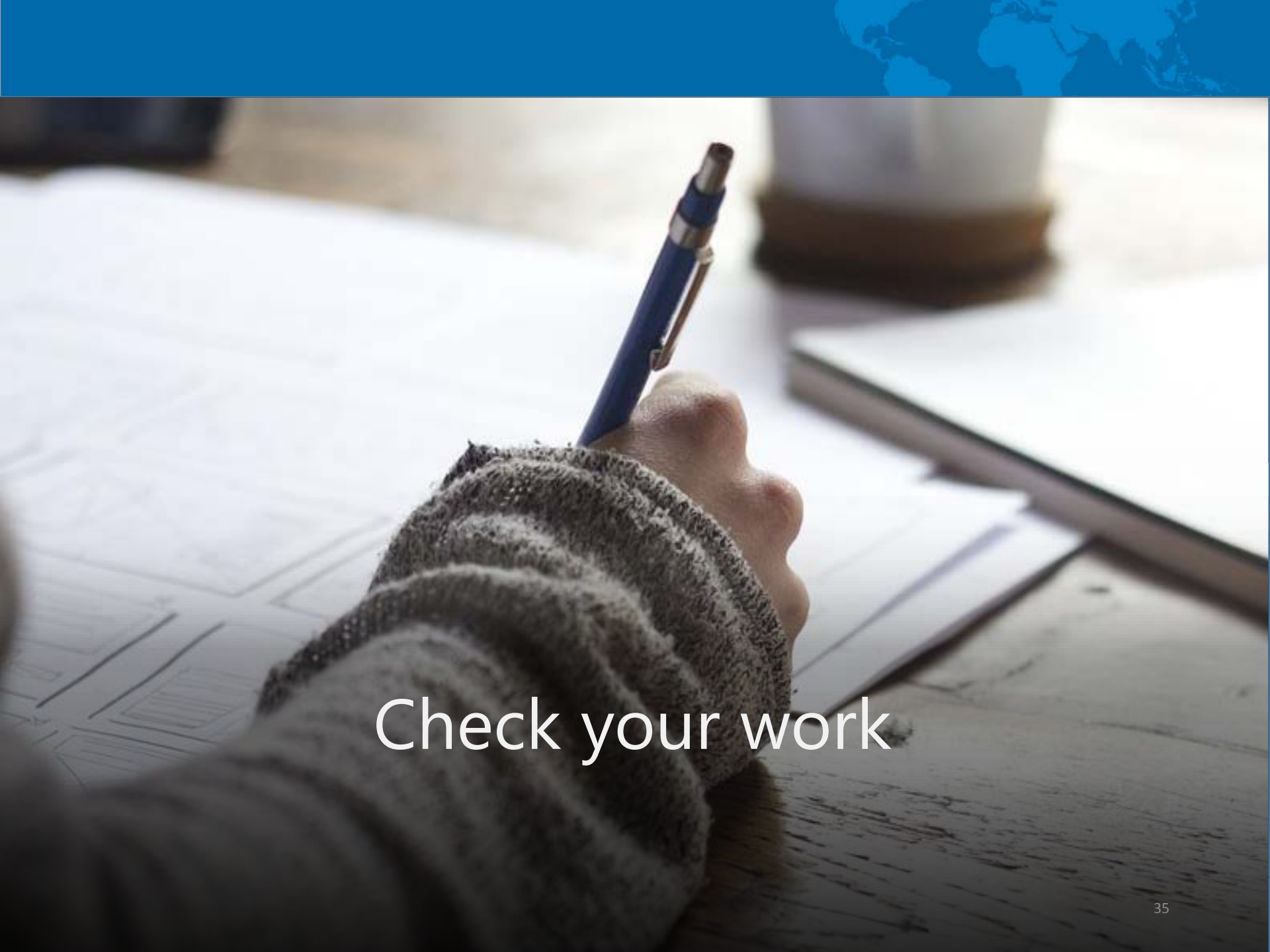
Bulleted lists

- Favour groups of 5 or 7
- Express completed thoughts
- Avoid tags (one or two word bullets)

Charts, photos, graphics

- Pie charts/bar graphs are better than tables
- Graphics simplify understanding
- Use captions to explain content



A close-up photograph of a person's hand holding a blue pen, poised to write on a document. The document features a world map. The hand is wearing a grey, textured sweater. In the background, a white mug is visible on a wooden desk. The text "Check your work" is overlaid in white on the lower part of the image.

Check your work

Think ahead and look back

- Conduct a 20-second test: what stood out?
- Try to make it more user friendly
- Go on a jargon hunt
- Don't overuse statistics
- Check arguments, proof, persuasion
- Build a Q and A package



Good luck writing your policy brief!

POLICY BRIEF TEMPLATE

No more than 2-4 pages, 1500 words

Preparation

- Audience research –who am I writing for and why
- Decide on key message and approach
- Do a SWOT analysis – what are the strengths, weaknesses, opportunities and threats surrounding the research issue.

Executive Summary

- A one or two sentence overview of the brief that entices readers to go further

Introduction

- Answer the question **why** is the topic important, **why** should people care
- Answer the question **what** were the goals of the research and overall findings
- Create curiosity about the rest of the brief

Approaches and Results

- Summarize facts, issues and context
- Reduce detail to only what reader needs to know
- Provide concrete facts or examples to support assertions

Conclusion

- Base conclusions on results
- Aim for concrete conclusions and strong assertions.

Implications and Recommendations

- State clearly what could or should happen next.