

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.