

# **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.