

POLICY BRIEF TIPS

Authors:

Contact Email:

Organisation:

Date:

EXECUTIVE SUMMARY

This should be a short summary, which is an engaging overview that helps readers to quickly understand your argument. Throughout the brief, try to avoid jargon and focus on the benefits or opportunities that your research highlights. Think about who in the Local Authority this is aimed at, and what you want them to do with your information as a result. Consider using a real-world, striking statistic in your summary to grab attention.

We've collated advice from multiple policy brief guides, as well as from experts in writing them and those who frequently receive them, into this document. For further advice we recommend [this guide](#), which is what we utilised for this sheet.

The brief should be at a maximum two sides, and this page is set out in a suggestion of layout, with your title at the top.

INTRODUCTION

- 1 In a few paragraphs or bullet points, set out why you are writing the brief, and communicate the urgency and importance of your topic. Keep the level accessible to someone not working in this field
- 2 Contain all parts of the relevant information of your argument, key questions you set out to answer and your conclusion
- 3 After reading your intro, they should understand what your research is about, whilst also making them want to read more

RESEARCH OVERVIEW

- 1 Set out a summary of the facts that describe the issue, context and research methods. Don't interpret yet, save that for the analysis
- 2 Research approach- how was the study conducted, who conducted it, how was the data collected etc
- 3 Research results- a general picture of the research findings and some salient specifics

ANALYSIS

- 1 Interpret your findings clearly, accessibly and connect it very clearly to your policy recommendations or advice
- 2 Explain any limitations to the research, but be balanced and strong in your assertions
- 3 Avoid theoretical abstractions- policymakers don't work in abstracts very often, and it isn't helpful

DISCUSSION

- 1 Connect the findings and the analysis of results clearly. Avoid jargon and explain any acronyms
- 2 Use accessible images, diagrams or infographics to break up text and clearly aid understanding to non-expert audiences
- 3 Create the brief to enable skim reading, and ensure you explain each figure and use best practice in visualisation

RECOMMENDATIONS

Outline the key recommendations to policy based on your research. Create the explicit link between the two, and don't introduce any new concepts. Implications are welcome, as policymakers should be convinced that your recommendation is the best course of action.