Exercise: Outlining Policy Brief Content

Use these questions to lay out the framework and basic content of your policy brief.

1. What is the aim of the policy brief? Write one or two sentences from which the rest of the brief will follow.

2. What is the best hook for the audience?

3. What background information does the audience need?

4. What data are most important to include for your audience? How will you present the data so it best conveys its message (e.g., in text, bar graph, line graph)?

5. What are the policy options (if appropriate to your topic/aim)?

6. What recommendations will you make?