

## POLICY BRIEF TEMPLATE GUIDANCE

### WRITING A GOOD POLICY BRIEF

- This policy brief template is for study teams who want to brief policymakers on their options in a particular context and influence policy decisions. A good policy brief should engage explicitly with the policy context, including upcoming decision-making moments and opportunities for policy change.
- Know before you start writing which specific policymakers you are talking to.
- Recommendations should not draw only on one research study but should refer to other available evidence relevant to the policy decision. Synthesising and referring to other relevant evidence and data in your analysis will greatly help policymakers in making decisions and adds credibility.
- A policy brief should be **brief!** 20pp of content for complex issues but preferably around 4-8pp. Be ruthless in cutting irrelevant material- include only what is needed to make the case for policy action.
- The most important information must go at the front and be accessible and easily digestible. P2 in the template should summarise the key messages and recommendations arising from your research. This content can be repurposed for social media posts / emails when you share the briefing. Information about the study, team etc goes at the end, giving your recommendations credibility.
- It is preferable to be explicit about caution policymakers should have around implementing recommendations. Don't make recommendations you can't support with evidence or don't fully stand by. Be honest about gaps in evidence.
- If you want to communicate the findings of a single study to policymakers, without referring to multiple sources of evidence or analysing/presenting policy options in depth, use the R2HC Research Snapshot template.

### PRACTICAL GUIDANCE:

- This policy brief uses a simple Word designed template. If you want to delete pages/sections from this template, do so. Add more pages at your own risk!
- To change front page image and replace with your own, right click and select 'change picture'.
- Write in the language your policymakers prefer to read.
- To add in your own text boxes, graphs and quotes, delete and replace.
- Add compelling images for which you have credits and permissions.
- To change the colour scheme or typeface/style, use the 'Design' ribbon in Word.
- Include hyperlinks to web resources.
- This policy brief is entirely yours to own and use. R2HC don't need to review it before publication.

R2HC study teams: For help or writing advice contact [c.lonsdale@elrha.org](mailto:c.lonsdale@elrha.org)