The problem

**Short subtitle: the policy issue in a sentence.**

Sources

Contact

**Call to action**

What do you want the reader to **do** after seeing this brief? Outline what the reader can do to support the policy. Be as **specific** as possible.

Summarize this “call to action” here. It will be a **behavior**- something the reader can **do**, not just *believe*. Consider your audience: is it a city council member? A state legislator? A business executive? A board of directors? What are those persons in a position to do with regard to policy. Can they vote? Sponsor a bill? Change a corporate policy? Lastly, tie this action back to the problem and what it will do to solve the problem.

Photo or graphic

With this box selected, go to *Insert>Picture>From File…*

Use this area for a data graphic if you have one, such as a bar chart. Or, use it to display a photo. If you don’t want to include a photo or graphic, expand the above text box and include more highlights.

* Make a few bullet points of interesting or unique aspects of the policy
* These could be positive impacts or results, quotes, underlying philosophies, etc.
* Make these concrete and vivid: something the reader can picture in their mind!

Use this section to **describe the problem** that the policy you are advocating will address. What issue/problem is the policy addressing and trying to fix or improve?

You can describe the impact of the problem in terms of:

• A social problem or a health problem

• The economic effects of the problem

Use evidence, statistics, stories, or testimonials. **Cite sources whenever possible** - make this brief a source of *reliable information* about the problem your policy seeks to address.

Now, craft a short **transition** **sentence** from the problem to the policy solution that you propose. “*But there’s a way to address obesity in our state that has been shown to work.”*

Go on to explain **why** and **how** this policy will work to address the above problem. Be persuasive and direct. Imagine your reader is a skeptic, and it is your job to convince them! Include things such as:

•Evidence for effectiveness. *Use any evaluation data you are collecting here. Use charts or graphs in the box to the right if possible.*

*•* The rationale behind the policy: why will this approach work?

• Make a *direct link* between your program activities and how it will address the problem. It should be crystal clear why your program is a good solution.

• Are there existing policies that could be used as a model? Describe them here.

This section is “the policy in a nutshell”. Think of it as an *executive summary*: if the reader ONLY read this section of the brief, they should have a basic understanding of the problem the policy addresses and why the policy is the best solution. At the same time, this section should entice the reader to read on.

*Insert your logo here, if your organization has one!*

Punchy title