

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?