**Worksheet: Outlining your policy brief[[1]](#footnote-2)**

*Use the tables to make notes in planning your policy brief.*

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| The key questions |
| 1. Who is/are the **target audience(s)** for your brief? |
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| 2. How do they talk about this problem? What is their **narrative** and what are their **positions**? |
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| 3. What surprising or **striking facts or insights** from your analysis would have the best chance of interesting, surprising or engaging the target audience? |
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| 4. What **stage in the policy process** are you targeting with this brief? |
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| 5. What **overall** **message** will you send in the brief? Write it down in 2 sentences. |
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| Planning the elements of your policy brief |
| **1. Title** (*Think of a ‘sticky’ title to capture the attention of your target audience*) |
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| **2. Executive summary** (*What do you need to include in the summary to convince the reader to read further?*) |
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| **3. Rationale for action on the problem** (*What elements of the problem/policy failure will you focus on to illustrate its importance and urgency to the target audience?*) |
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| Are there any ‘striking’ (i.e. dramatic) facts, graphs, photos, stories or maps that you could include to support your points? |
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| What is the impact on stakeholders of the current policy approach? |
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| **4. Proposed policy option(s)** (*How many options are you going to critique in the brief?* *Which policy option(s) are your arguing for/against?*) |
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| What arguments and evidence will you provide to demonstrate the strengths/weaknesses of the option(s) included? Will these be convincing for your target audience? |
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| **5. Policy recommendations** (*Which specific steps or measures should be taken (and by whom) to realistically and feasibly implement the chosen option?)* |
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| **7. Sources consulted or recommended** *(Are there published documents available that also support the position you are putting forward?)* |
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| 8. **Link to original research/analysis** (Where is the longer supporting paper or analysis for experts?) |
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| 9. **Contact details** (Are you going to include all details? Name, address, phone, website, email etc) |
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| Presentation and layout of your policy brief |
| 1. How will you **disseminate** the policy brief to the target audience? |
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| 2. What **impression** would you like to create for the reader when they look at your brief? Use adjectives to describe it. |
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| 3. Describe **ideas for the layout and presentation** of your policy brief that will you use to create the desired impression. |
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1. This outline was developed by the International Centre for Policy Advocacy ([www.icpolicyadvocacy.org](http://www.icpolicyadvocacy.org)). For more details on each element of the outline see our short description of the policy brief:

   <http://www.icpolicyadvocacy.org/sites/icpa/files/downloads/icpa_policy_brief_guidelines.pdf> [↑](#footnote-ref-2)