

Writing a policy brief

1.1, P. Cordery, 'Is the age of policy brief over?', 20 October 2014 < www.researchintension.org/2014/10/age-of-policy-brief/ >
2. Pao, 'Writing policy briefs' < www.fda.gov/oc/ohrt/140116A01000001.pdf >

What is a policy brief?

A policy brief is a short document that presents findings and recommendations of a research project to a predefined (policy) audience. A recent survey among UK policy makers concluded that policy briefs/research reports are the most widely consulted source of research information. A policy brief provides time-pressed policy makers with easy access to knowledge on a specific topic.

Main reasons to write a policy brief are:

- to provide balanced information which can help the policy maker make up his/her mind about a particular topic (an objective brief);
- to give an informed choice on a certain topic, arguing in favor of a particular course of action (an advocacy brief).

The policy brief can target governmental policymakers, but may also target others who are interested in formulating or influencing policy.

The policy brief itself can help you distill lessons learned from your project, and provides a 'vehicle' to present this as advice to policy makers. In this digital age, the policy brief is preferably part of a diversified research communication strategy (e.g. complementary to articles, infographics and youtube films).

Reaching your target audience

The brief should be a short stand-alone document which focuses on a single topic. The policy brief has to be written in a concise, convincing and targeted manner, taking into account that the targeted policy maker is not necessarily specialised in the topic at hand. Key questions to keep in mind are: Who are my readers? How can I reach these readers?

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Table of Contents Policy Writing Guide Templates

1. Understanding the eBook Policy Writing Guide Templates
 - The Rise of Digital Reading Policy Writing Guide Templates
 - Advantages of eBooks Over Traditional Books
2. Identifying Policy Writing Guide Templates
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Policy Writing Guide Templates
 - User-Friendly Interface
4. Exploring eBook Recommendations from Policy Writing Guide Templates
 - Personalized Recommendations
 - Policy Writing Guide Templates User Reviews and Ratings
 - Policy Writing Guide Templates and Bestseller Lists
5. Accessing Policy Writing Guide Templates Free and Paid eBooks
 - Policy Writing Guide Templates Public Domain eBooks
 - Policy Writing Guide Templates eBook Subscription Services
 - Policy Writing Guide Templates Budget-Friendly Options

6. Navigating Policy Writing Guide Templates eBook Formats
 - ePub, PDF, MOBI, and More
 - Policy Writing Guide Templates Compatibility with Devices
 - Policy Writing Guide Templates Enhanced eBook Features
7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Policy Writing Guide Templates
 - Highlighting and Note-Taking Policy Writing Guide Templates
 - Interactive Elements Policy Writing Guide Templates
8. Staying Engaged with Policy Writing Guide Templates
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Policy Writing Guide Templates
9. Balancing eBooks and Physical Books Policy Writing Guide Templates
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Policy Writing Guide Templates
10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
11. Cultivating a Reading Routine Policy Writing Guide Templates
 - Setting Reading Goals Policy Writing Guide Templates
 - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Policy Writing Guide Templates
 - Fact-Checking eBook Content of Policy Writing Guide Templates
 - Distinguishing Credible Sources
13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
14. Embracing eBook Trends
 - Integration of Multimedia Elements

- Interactive and Gamified eBooks

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