Writing a policy brief

[1] L. F. Constant, 'Is the age of policy brief over?', 30 October 2014 - www.researchtoaction.org/2014/10/age-policy-brief
[2] FAO, 'Preparing Policy briefs' - www.fao.org/docrep/014/i2195e/i2195e02.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.[1]

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.[2]

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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