

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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