

HOW TO WRITE A POLICY BRIEF

From **Research** to **Policy**

What is a Policy Brief?

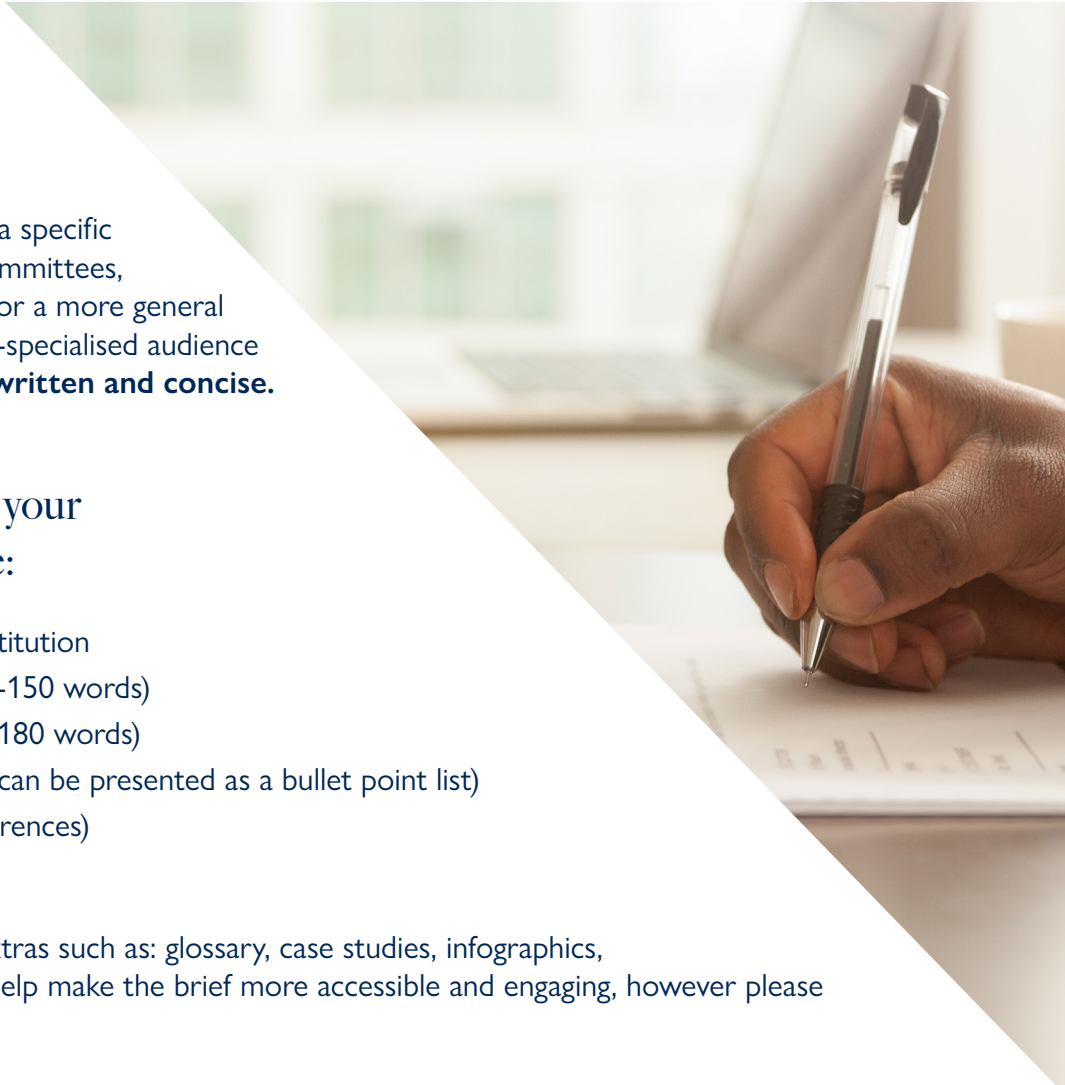
A Policy Brief is a short document that presents **key findings** and **recommendations** arising from a piece of novel academic research.

Policy briefs can be developed for a specific audience (Parliamentary Select Committees, NGOs, advocacy groups, etc.) or for a more general audience. They are aimed at a non-specialised audience and therefore need to be **clearly written and concise**.

A suggested structure for your policy brief would include:

- Title, author(s) name(s) and institution
- Summary of the research (100-150 words)
- Policy recommendations (150-180 words)
- Key findings (150-180 words) (can be presented as a bullet point list)
- Further information (links, references)
- Contact details

The brief can also include some extras such as: glossary, case studies, infographics, tables, graphs, images. These can help make the brief more accessible and engaging, however please only include 1-2 per page.



What does a great **Policy Brief** look like?

- **Short and sweet:** try keeping the document under 2 pages, present findings and recommendations in a concise, clear way
- **Plain and simple:** use accessible, non-technical language, avoid acronyms or subject-specific jargon - if in doubt, ask a colleague from a different discipline to proofread it for you
- **Problem/gap/hook:** present a topical problem, identify a gap in the knowledge or practice and then introduce your key findings and recommendations as your 'hook'
- **Next steps:** identify clear recommendations, which need to be deeply linked to your research findings

Further guidance:

- How to write a policy briefing ([article](#))
- How to write for a parliamentary audience ([video](#))

I have drafted my **Policy Brief**, what's next?

1. Use [this template](#) to ensure you have included all the necessary information
2. Have a look at the other resources on our website and read the guide "[What shall I do next?](#)" to identify your audience and dissemination method
3. Keep us updated with your policy brief, we are happy to help you disseminate findings or provide comments and advice



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Get in touch

Send us an email at PolicyEngagement@exeter.ac.uk at any stage of the process for assistance.



Policy at Exeter