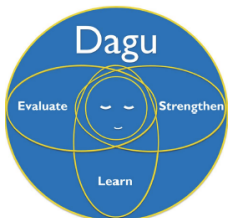


Writing a Policy Brief

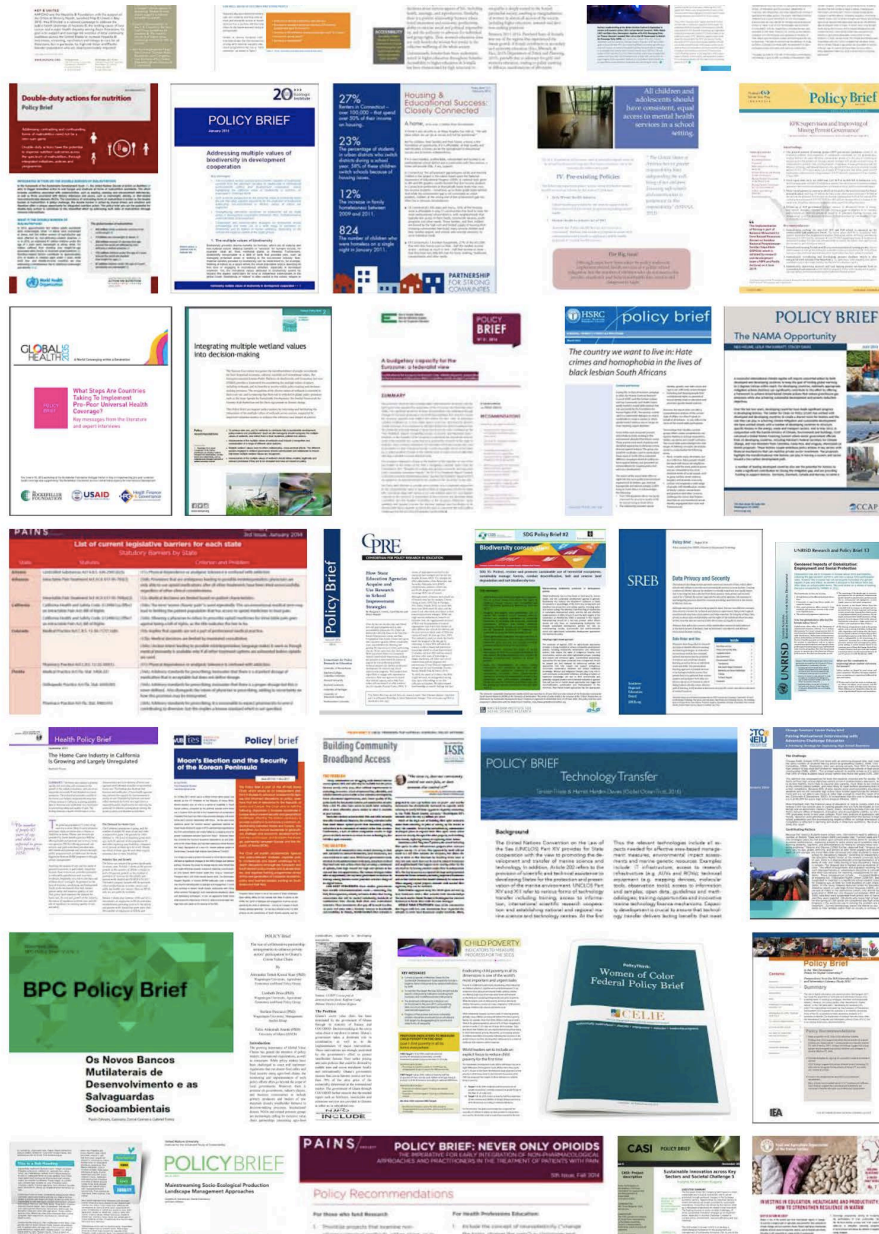
Lars Åke Persson MD PhD
lars.persson@lshtm.ac.uk

Dagu Scientific Writing Workshop,
Gondar, Ethiopia, July 10-14, 2017



What is a policy brief?

- A short document
- Focuses on a single topic
- Not more than 2-4 pages
- Presents the findings and recommendations of a research project
- Aimed for a non-specialized audience
- Distils lessons learned from the research
- A stand alone document
- Provides policy advice
- Written in common language, journalistic style rather than scientific



<https://www.idrc.ca/sites/default/files/idrcpolicybrieftoolkit.pdf>

Writing a policy brief: A template

- Summary
 - The evidence
 - Providing an overview

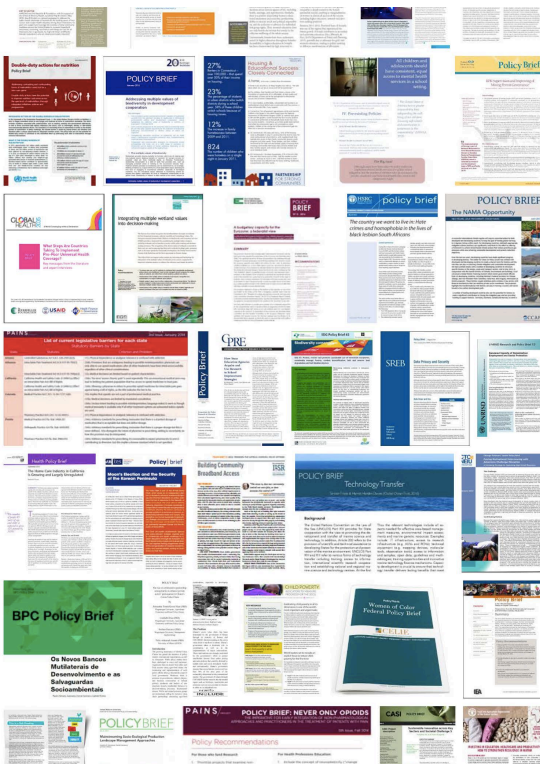
Example (Elephants and Electric Fences. Sri Lanka EEPSEA 2005):

Elephants are one of the big five wildlife species; their survival is one of the holy grails of conservation. Unfortunately, because of their size and migratory behaviour, elephants often come in contact with people. This is especially true in densely populated southeast Asia. A new study from Sri Lanka looks at one strategy to address this problem – electric fences.



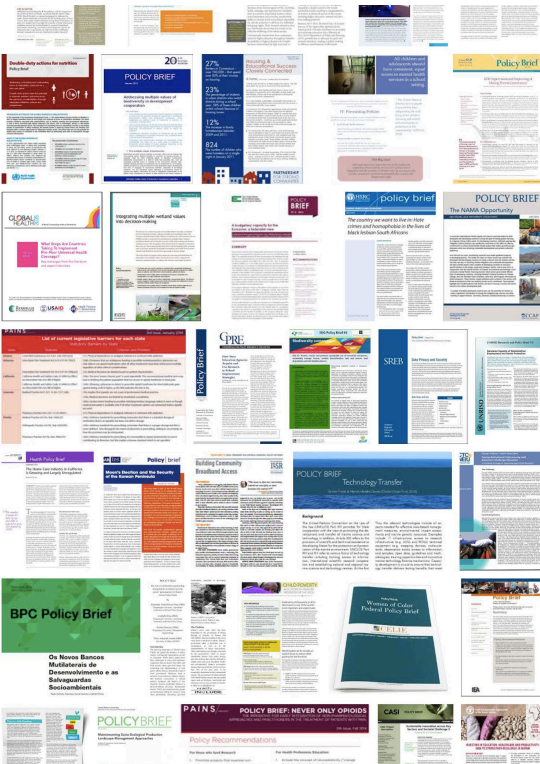
over

Writing a policy brief: A template



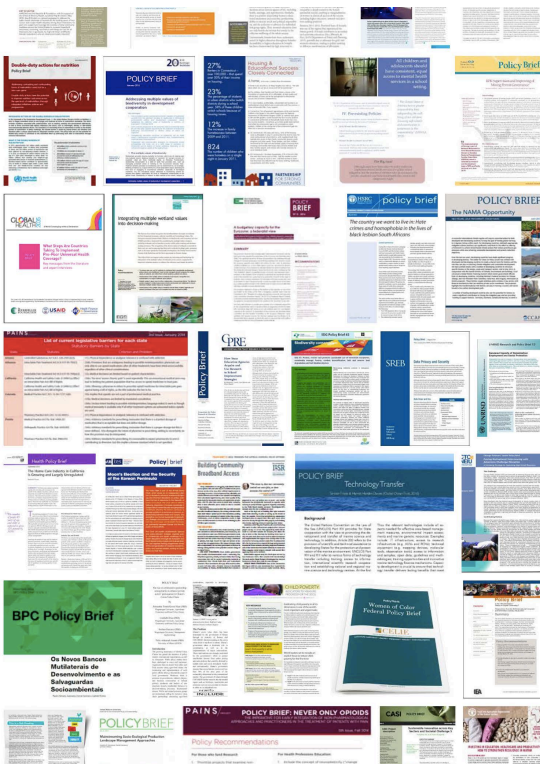
- Summary
- Introduction
 - Answers “Why?”
 - Explains the significance
 - Describes research objective
 - Overview of findings, conclusions
 - Creates curiosity
- Approach and Results
- Conclusion
- Implications and Recommendations

Writing a policy brief: A template



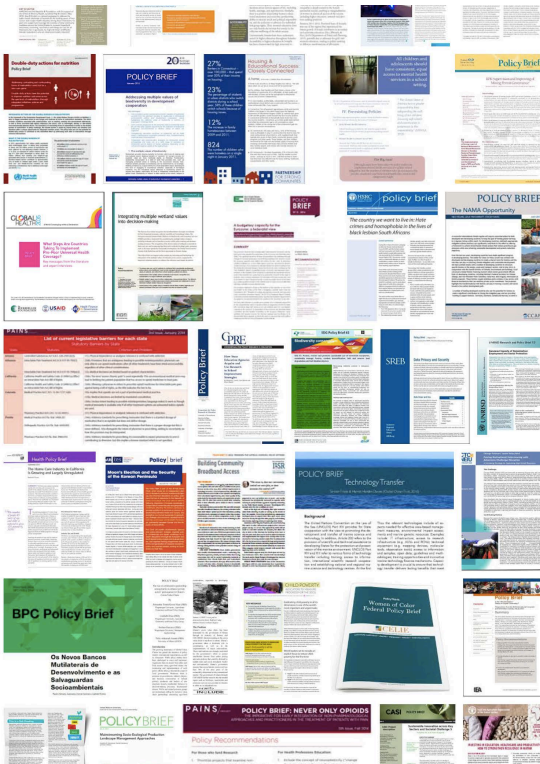
- Summary
- Introduction
- Approach and Results
 - Summary of facts
 - Issue and context
 - Describes research and analysis
 - Not too technical!
 - Highlights benefits, opportunities
- Conclusion
- Implications and Recommendations

Writing a policy brief: A template



- Summary
- Introduction
- Approach and Results
- Conclusion
 - Interpret results
 - Concrete conclusions
 - Balanced and defensible
 - If unexpected results; explain why
- Implications and Recommendations

Writing a policy brief: A template



- Summary
- Introduction
- Approach and Results
- Conclusion
- Implications and Recommendations
 - Implications: what could happen?
 - Recommendations: what should happen (call to action!)
 - Both flow from conclusions
 - Supported by evidence

Writing a policy brief: A template

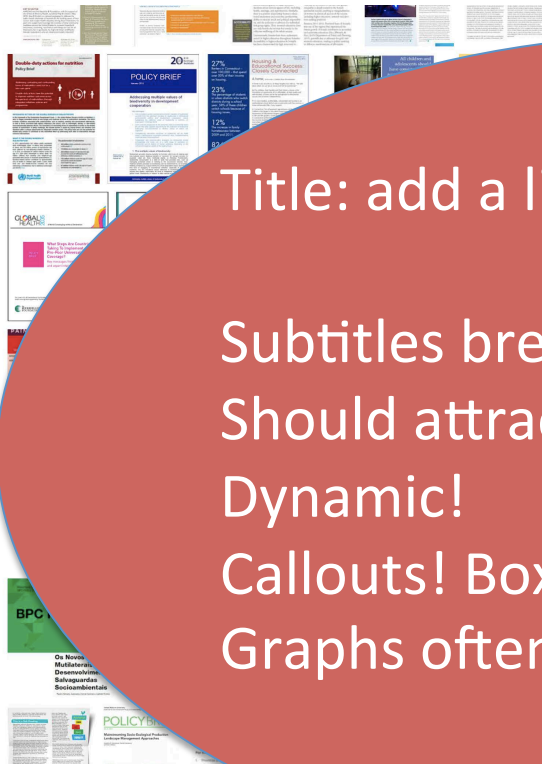
- Summary
- Introduction
- Approach and Results
- Discussion

Title: add a little jazz!

Subtitles break up text
Should attract attention
Dynamic!

Callouts! Boxes!

Graphs often better than tables



and
ions

could

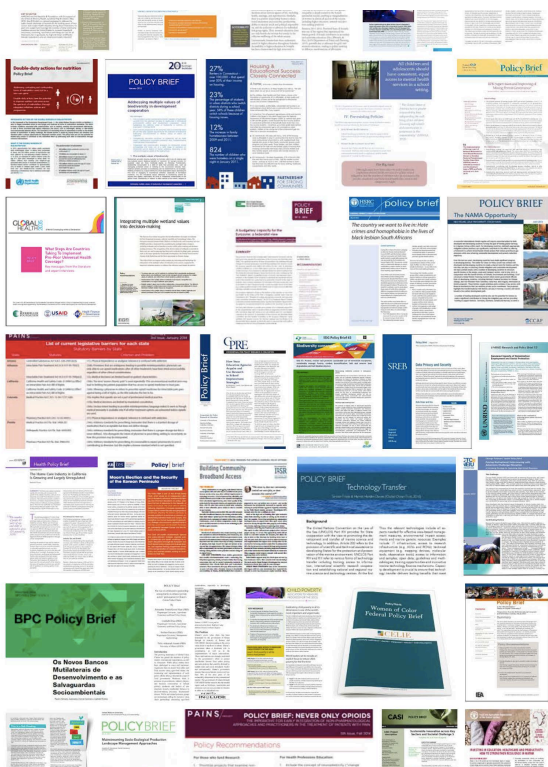
what

to action!)

conclusions

evidence

Your policy brief during the Writing Workshop



- Limit to ONE page, with the following components:
- Summary
- Introduction
- Approach and Results
- Conclusion
- Implications and Recommendations