**Writing a policy brief: guide**

**Title**

Short and catchy (add it at the end)

**Executive summary – a short summary of your policy brief** (write it last)

* 100 words (maximum)
* Engage your audience
* Present the problem and the solution

**Evidence**

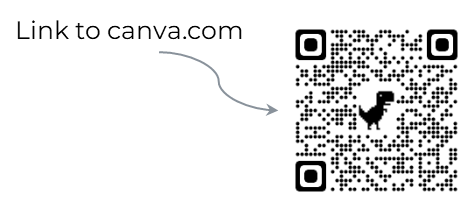
* 200 words (maximum)
* Explain your method (how you identified your sources)
* Summarise what you have found out - what evidence there is.
* Identify implications.

**Problem and context**

* 200 words (maximum)
* Explain what the problem is
* Explain why your audience should care.

**Recommendations**

* 200 words (maximum)
* Make 2 or 3 recommendations
* Focus on concrete things the audience can do
* Say why these actions will be beneficial
* Say what change will result.

**Presentation**

Make it smart - consider using a publishing programme such as canva, or creating and using infographics