# How to Write a Policy Brief

A policy brief is a 1–2-page summary of relevant information on a topic to guide nonenvironmental health specialists in policymaking. It is an alternative to the long policy reports made for environmental health experts. You can use them to provide data, recommend next steps, and suggest legislation to decision-makers, politicians, and nongovernmental organization advocates. Refer to our How to Communicate with Decision-Makers fact sheet and comic for guidance.

Before considering writing a policy brief, contact your policy staff if you have them. They can provide the best guidance for your organization and situation.

## Tips to Write a REALLY GOOD P

## . Kep bief s sbrter than 4 pags.

Make it SIMPLE. Avoid jargon or include definitions if necessary. Use si
number statistics and provide an easy to follow argument. Be profession

SVL

• Make it SPECIFICSdesTc 5 (h3. 98252c]oE)-9T0/TT0 1s 1 Tf 0 s..Y.98BT

### 1. Design a branded masthead

- a. The masthead goes at the top of the first page with the title, issue number and date, and your organization's logo
- b. Include the same branding on all your organization's briefs

### 2. Start with a communicative title

- a. Think "short, catchy, and descriptive." Your title should quickly outline your point and draw the reader in.
- b. Example: Combatting Climate Change at the State Level or Foodborne Illness in Iowa: What can be done?
- 3. Summarize with an **abstract** 
  - a. Like a research paper, begin with a short 1-2 paragraph (or bullet point) summary of your message.

- b. Ask yourself which main points your reader should know if they only read the abstract.
- C.