

## Exercise 2 Handout: Beginning Your Policy Brief

A. *Directions: Use these questions to begin thinking about your policy brief's purpose, audience, and contribution.*

1. What problem will your brief address?

2. Who is the audience?

*Why is the problem important to them?*

*What do you know about the audience (e.g., technical knowledge, political or organizational culture or constraints, exposure to the issue, potential openness to the message)*

3. What other policy or issue briefs already exist? How will your brief differ (e.g., different information, perspective, aim, or audience)?

B. Use these questions to lay out the framework and basic content of your policy brief.

1. What is the **aim** of the policy brief? Write one or two sentences from which the rest of the brief will follow.
2. What is the best **hook** for the audience?
3. What **background** information does the audience need?
4. What **data** are *most important* to include *for your audience*? How will you present the data so it best conveys your message (e.g., in text, bar graph, line graph)?
5. What are the **policy options** (if appropriate to your topic/aim)?
6. What **recommendations** will you make?
7. Can you come up with a catchy **title**?

This worksheet has been adapted from a worksheet developed by the Women's and Children's Health Policy Center at the Johns Hopkins Bloomberg School of Public Health entitled "The Art of Crafting Policy Briefs."