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There needs to be a simple and logical line running through the Brief, so one argument or piece of information flows to the next, culminating in a last section that draws it together and answers the 'So what?' question.

Use good, real world examples – they are one of the best ways of conveying a message.

Keep the language as simple and direct as possible – steer clear of jargon and acronyms, use bullet points, keep sentences short.

Use clear short sub-headings to help your reader find their way through your evidence. Headings are a good way of highlighting key arguments.

"Pull-quotes" are useful to draw the reader's attention to a key point you wish to make. Pick one or two key points from your text to highlight if you have space available.

Don't forget to add your contact details. And a date (month and year).

Total word count: about 1500 words max for a 4-page brief, depending on how many pictures and

M u o u u h u n h

UK Parliament (2018) [Why Engage with Parliament: A Guide for Researchers](#)

Parliamentary Office of Science and Technology (undated) [Writing a Policy Brief](#), POST

Laura ffrench-Constant (2014) [How to Plan, Write and Communicate an Effective Policy Brief: Three Steps to Success](#), Research to Action

Chris Tyler (2013) ['Top 20 things scientists need to know about policy-making'](#), , 2 Dec 2013

Oliver Milman (2013) ['Top 20 things politicians need to know about science'](#), , 20 Nov 2013

The Overseas Development Institute has produced a [note on policy briefs as a communication tool](#) for development research, which reports on a survey of what policymakers find useful.