**Policy brief template**

**Title**

* This should be short and non-technical.
* Can you relate it to a current policy issue or government priority area?

**Your contact details**

* Be sure to include your telephone number, email address, and social media handles.

**Key insights**

* What are the main points you want your audience to retain?
* Bullet points are an effective way to convey this information – aim for six at most.

**Why is this important?**

* Use this section to summarise and outline the relevance of your work. Your audience needs to understand, why is this important to them? How does it help them?

**Background**

* This should be a summary of your research and how it relates to the policy problem or topic.
* In this section you want to convince your audience of the robustness of your research, and how it will help them with the topic or issue they are exploring.
* It is crucial to make sure that the language and terminology that you use, can be understood by a non-specialist audience.
* If visuals will help your audience understand your work, you should include them.
  + Remember to [provide alt text on your visuals](https://authorservices.taylorandfrancis.com/publishing-your-research/writing-your-paper/how-to-make-your-research-accessible/), so that readers who are blind or have visual impairments can access the content.

**Recommendations**

* Outline possible approaches to address the problem or topic, from the perspective of your target audience.
* It is useful to be impartial and brief here.

**References**

* This section should include any related information or resources that you have referenced in your policy brief, as well as your research outputs.
* Remember to cite your original research.