



Policy Brief Checklist

Component	Criteria	✓
Title	<ul style="list-style-type: none"> • Short: 15 words or less • Attention-getting/memorable • Uses accurate and unbiased language 	
Key Messages	<ul style="list-style-type: none"> • Appears on the first page • Short: limited to 1 paragraph or bulleted list • Concise: clearly distills essence of brief • Compelling: motivates reader to keep reading 	
	Are the problem and recommendations clear?	
Problem Statement	<ul style="list-style-type: none"> • Clearly identifies problem/issue • Identifies primary cause and main modifiable root cause • Describes local situation <ul style="list-style-type: none"> ○ Specifies which population groups are affected and how ○ Quantifies the burden of the problem and impact on public health ○ Summarizes relevant data, presenting it visually ○ Describes previous efforts to address issue • Describes problem from a global/regional perspective, if relevant 	
	Will the reader agree that the problem being addressed is both important and requires urgent action?	
Policy Options	<ul style="list-style-type: none"> • Presents and analyzes up to three potential solutions addressing root cause • Describes supporting evidence for options • Clearly describes policy options with sufficient detail (policy mechanism, implementation and enforcement) • Evaluates options thoroughly across relevant criteria, including differential impact on population groups 	
	Will the reader be convinced that one or more solutions represent the best path forward?	
Recommendation/ Action Steps	<ul style="list-style-type: none"> • Presents one recommendation, with next steps • Recommendation is evidence-informed / well supported 	
	Does the recommendation outline clear action steps?	
References/ Resources	<ul style="list-style-type: none"> • Includes reasonable number of resources • Includes local data sources • Resources are relevant and reflect diverse perspectives 	
Design and Readability	<ul style="list-style-type: none"> • Writing is clear and compelling • Easily understood by non-scientific audience • Appropriate use of graphs, maps, images • Preferably two but no more than four pages in length 	

Overall impression/comments: