

## POLICY BRIEF CHECKLIST

Name of Brief/Presenter: \_\_\_\_\_

Component	Criteria	✓
<b>Title</b>	<ul style="list-style-type: none"> <li>Short: 15 words or less</li> <li>Attention-getting/memorable</li> </ul>	
<b>Key Messages</b>	<ul style="list-style-type: none"> <li>Appears on first page</li> <li>Short; limited to 1 paragraph or bulleted list</li> <li>Concise; clearly distills essence of brief</li> <li>Compelling; motivates reader to keep reading</li> </ul>	
	<b>Is the problem being addressed clear?</b>	
<b>Problem Statement</b>	<ul style="list-style-type: none"> <li>Problem/Issue clearly outlined (size, cause, implications)</li> <li>Describes local situation                             <ul style="list-style-type: none"> <li>Quantifies the problem, including size and consequences</li> <li>Includes data visualization</li> <li>Describes previous efforts to address issue</li> </ul> </li> <li>Describes problem from a global/regional perspective, if applicable</li> <li>Describes the impact of the problem on health</li> </ul>	
	<b>Will the reader agree that the problem being addressed is both important, and requires urgent action?</b>	
<b>Policy Options</b>	<ul style="list-style-type: none"> <li>Potential solutions presented and supported by data</li> <li>No more than three options offered</li> <li>Policy options clearly described</li> <li>Options thoroughly evaluated</li> </ul>	
	<b>Will the reader be convinced that one or more solutions represent the best path forward?</b>	
<b>Recommendation/ Action Steps</b>	<ul style="list-style-type: none"> <li>One specific recommendation presented</li> <li>Evidence-based / well supported</li> </ul>	
	<b>Does the recommendation outline clear action steps?</b>	
<b>References/ Resources</b>	<ul style="list-style-type: none"> <li>Reasonable number of resources presented</li> <li>Contains quality, relevant resources</li> </ul>	
<b>Design and readability</b>	<ul style="list-style-type: none"> <li>Clear, impactful writing</li> <li>Easily understood by non-scientific audience</li> <li>Appropriate use of graphs, maps, models</li> <li>Preferably 2, but no more 4 pages in length</li> </ul>	

Overall impression/comments: