Title: Informative and Engaging

Written by author, institution

## Executive statement/Summary/Aim

Outline your aim and main message - what you want to say and to whom - in two sentences. The aim should address your policy objective.

## Key messages and recommendations

* Problem:
* Recommendation 1:
* Recommendation 2:
* Recommendation 3:

## Introduction/Problem/Context

Outline the problem and any relevant contextual information and political background. State why the problem is urgent and important. Use evidence and infographics to support your argument.

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“Quotes of people in your target audience who support your recommendations work well.”

[Rahman et al, 2013]

## About the study/project

PHOTO

A brief outline of the aims of the study/project and what you did to address the problem. Only include methods if they strengthen your argument.

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Photo caption, © Photographer name

## Study results, conclusions and recommendations

Tell your audience what you want them to do about the problem using subheadings for each recommendation and evidence from your study to back up your recommendations. Make sure the recommendations are:

* Short
* Practical and realistic
* Concrete – avoid generic recommendations
* Based on evidence from your study/project
* Clear and easy to understand
* Written so they start with a verb, e.g. Use…, Engage….

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### Recommendation 1: clear, snappy title that clearly tells your audience what they should do

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### Recommendation 2: clear, snappy title that clearly tells your audience what they should do

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### Recommendation 3: clear, snappy title that clearly tells your audience what they should do

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**Chart title:** example bar chart

## Opinion piece (optional)

Including an opinion-piece from an authoritative voice has been shown to increase the likelihood of the policy brief being shared. Highlight your opinion piece by using a different colour or a box so readers can clearly see it is different from the other evidence. Use a photo of the authority giving the opinion piece if possible.

“Use quote marks to show it is an opinion piece. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur”

## Limitations (optional)

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### Acknowledgements

Thank contributors and organisations who helped with the project. Acknowledge the funder.

### References/more information

Only include a maximum of four sources where readers can find further information. Give the web addresses of publications and dates for when they were last accessed if possible.

1. Author AA, **Name of article**, Name of journal, Issue and volume nos, Month YYYY
2. Author AA, **Name of article**, Name of journal, Issue and volume nos, Month YYYY
3. Author AA, **Name of article**, Name of journal, Issue and volume nos, Month YYYY
4. Author AA, **Name of article**, Name of journal, Issue and volume nos, Month YYYY

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