



# How to write a policy brief for Planetary Health Action

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for the Planetary Health Alliance Roadmap Working Group  
October 2025



[https://eurohealthobservatory.who.int/publications/i/the-socioeconomic-drivers-and-impacts-of-antimicrobial-resistance-\(amr\)-implications-for-policy-and-research](https://eurohealthobservatory.who.int/publications/i/the-socioeconomic-drivers-and-impacts-of-antimicrobial-resistance-(amr)-implications-for-policy-and-research)

### What is a Policy Brief?

A policy brief is a short publication specifically designed to provide policy makers with evidence on a policy question or priority. Policy briefs

- Bring together existing evidence and present it in an accessible format
- Use systematic methods and make these transparent so that users can have confidence in the material
- Tailor the way evidence is identified and synthesised to reflect the nature of the policy question and the evidence available
- Are underpinned by a formal and rigorous open peer review process to ensure the independence of the evidence presented.

Each brief has a one page key messages section; a two page executive summary giving a succinct overview of the findings; and a 20 page review setting out the evidence. The idea is to provide instant access to key information and additional detail for those involved in drafting, informing or advising on the policy issue.

Policy briefs provide evidence for policy-makers not policy advice. They do not seek to explain or advocate a policy position but to set out clearly what is known about it. They may outline the evidence on different prospective policy options and on implementation issues, but they do not promote a particular option or act as a manual for implementation.

# Good policy briefs.....

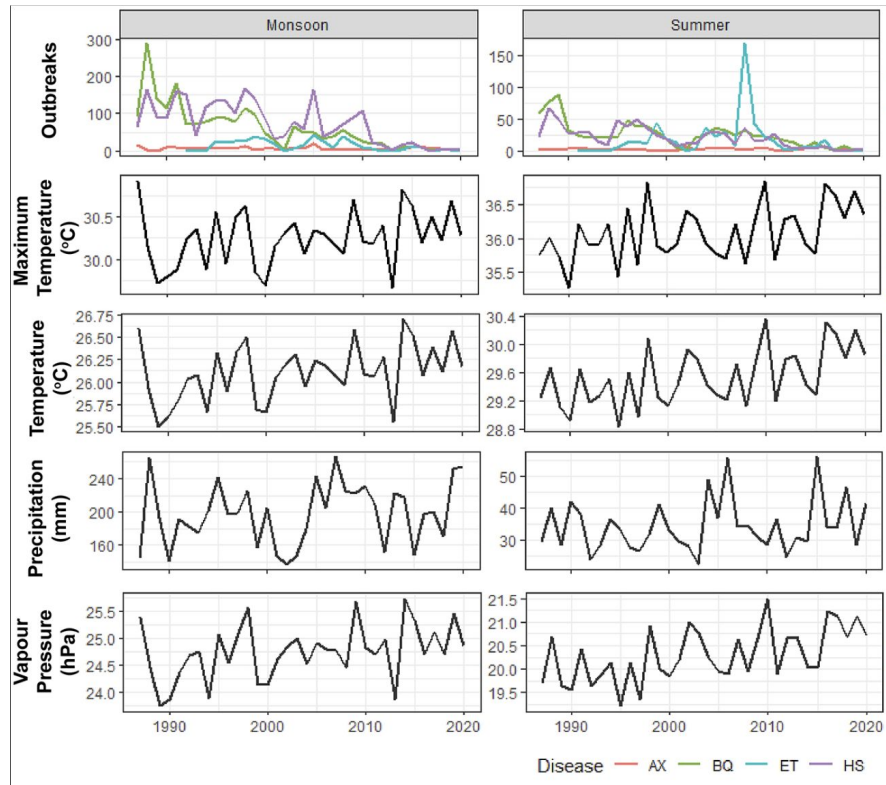
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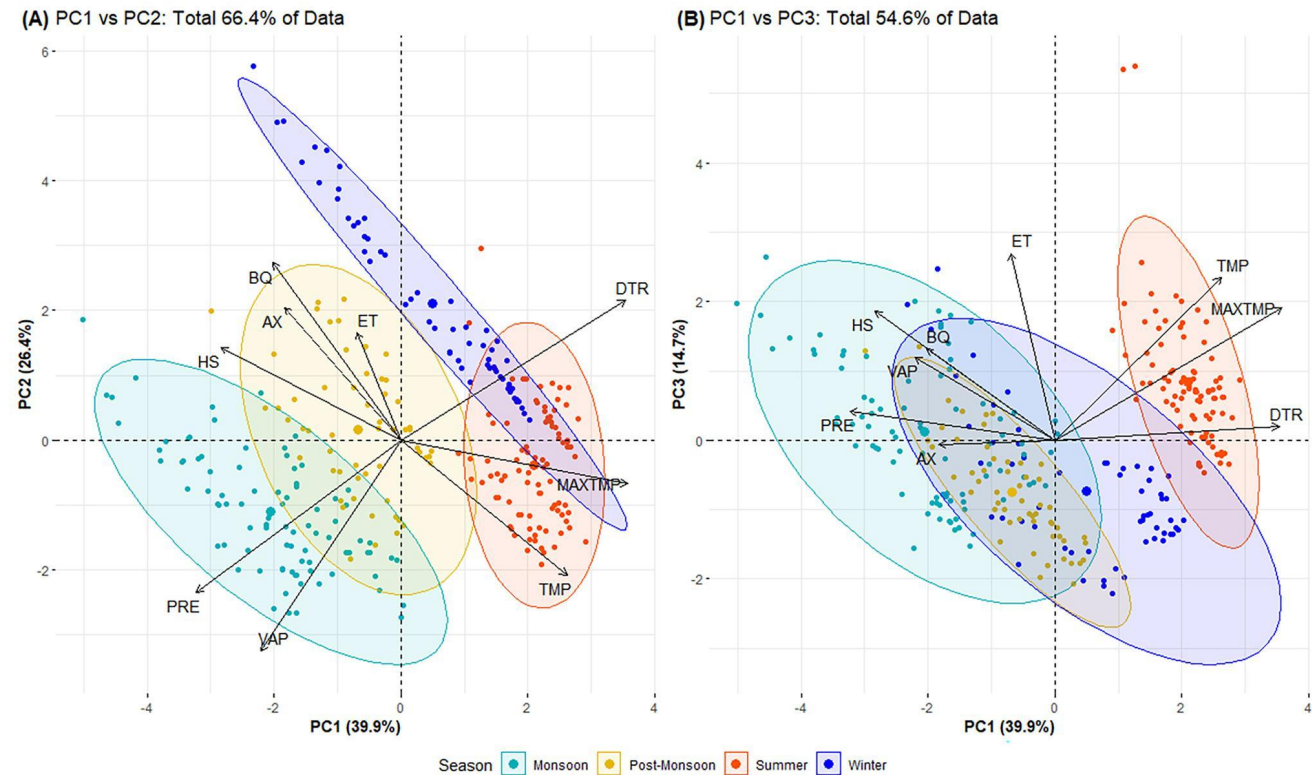
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# Think about the reader's understanding of science



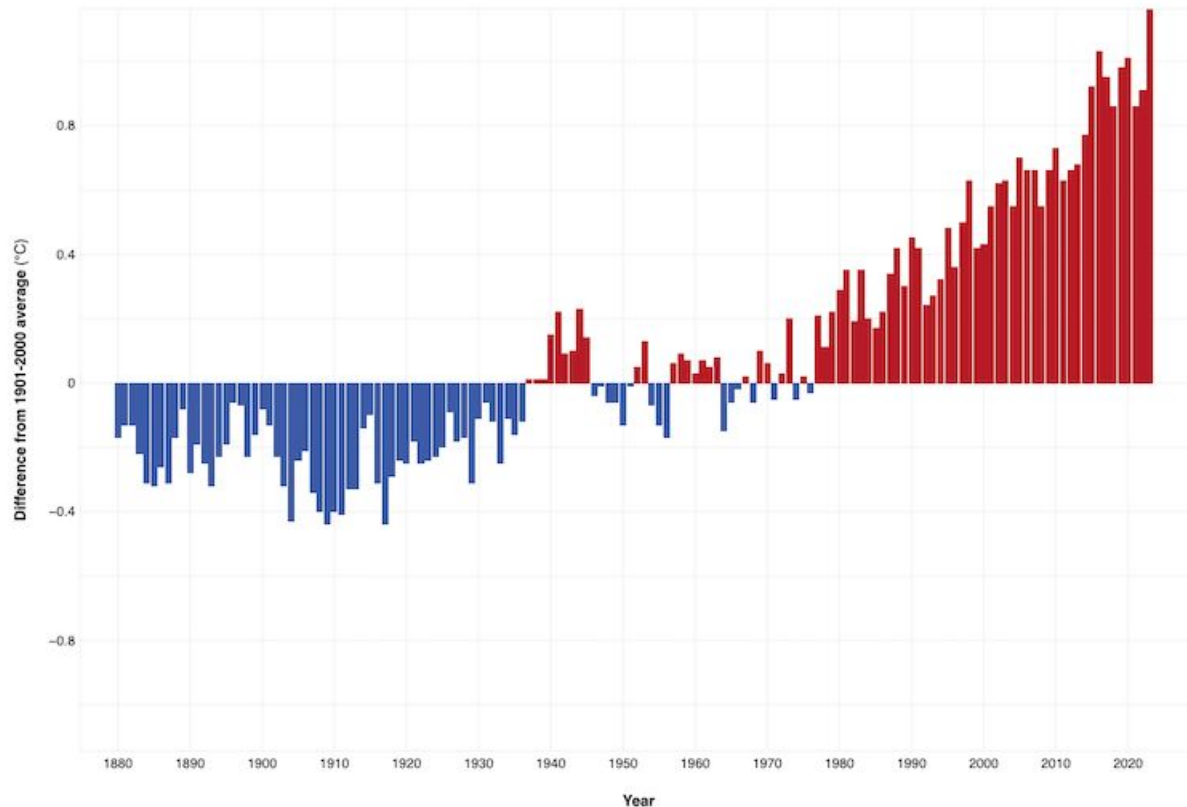
Does this graph suggest things are getting better or worse?



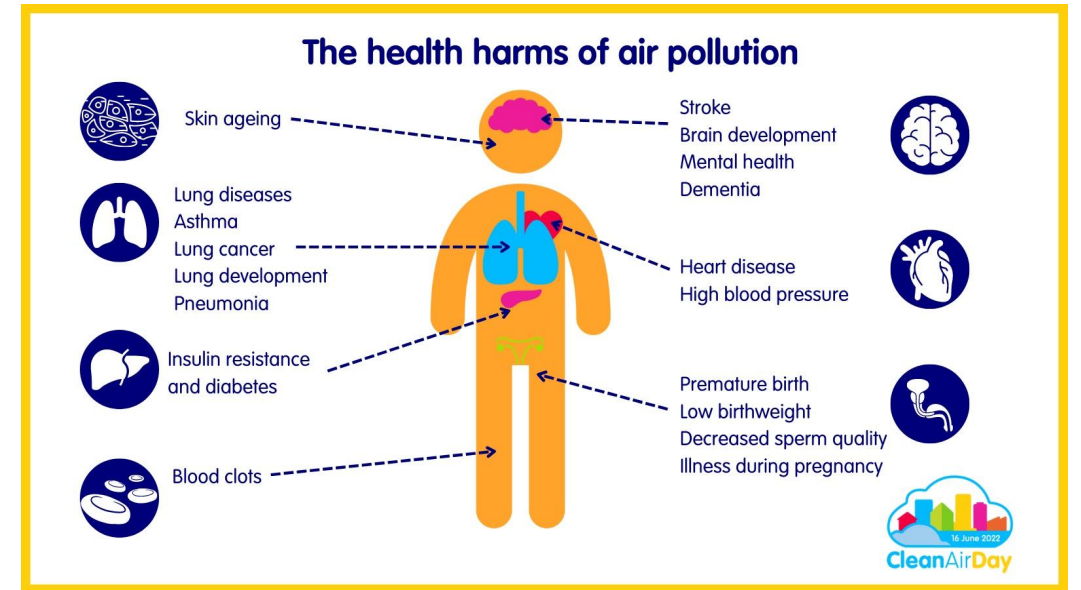
What is this diagram showing? Is the average policymaker going to be able to understand it?

# Good policy briefs have simple, clear infographics

GLOBAL AVERAGE SURFACE TEMPERATURE



<https://news.ucsc.edu/2024/10/global-warming-statistics/>



<https://www.globalactionplan.org.uk/news/clean-air-day-2022-air-pollution-impacts-every-organ-in-the-body>

# Examples of good policy briefs can be found at

African Health Observatory Platform (AHOP):

<https://ahop.who.int/publications/ahop-insights/>

African Group of Negotiators Experts Support (AGNES):

<https://www.agnesafrica.org>

Africa Policy Research Institute (APRI):

<https://afripoli.org>

IDRC Digital Library:

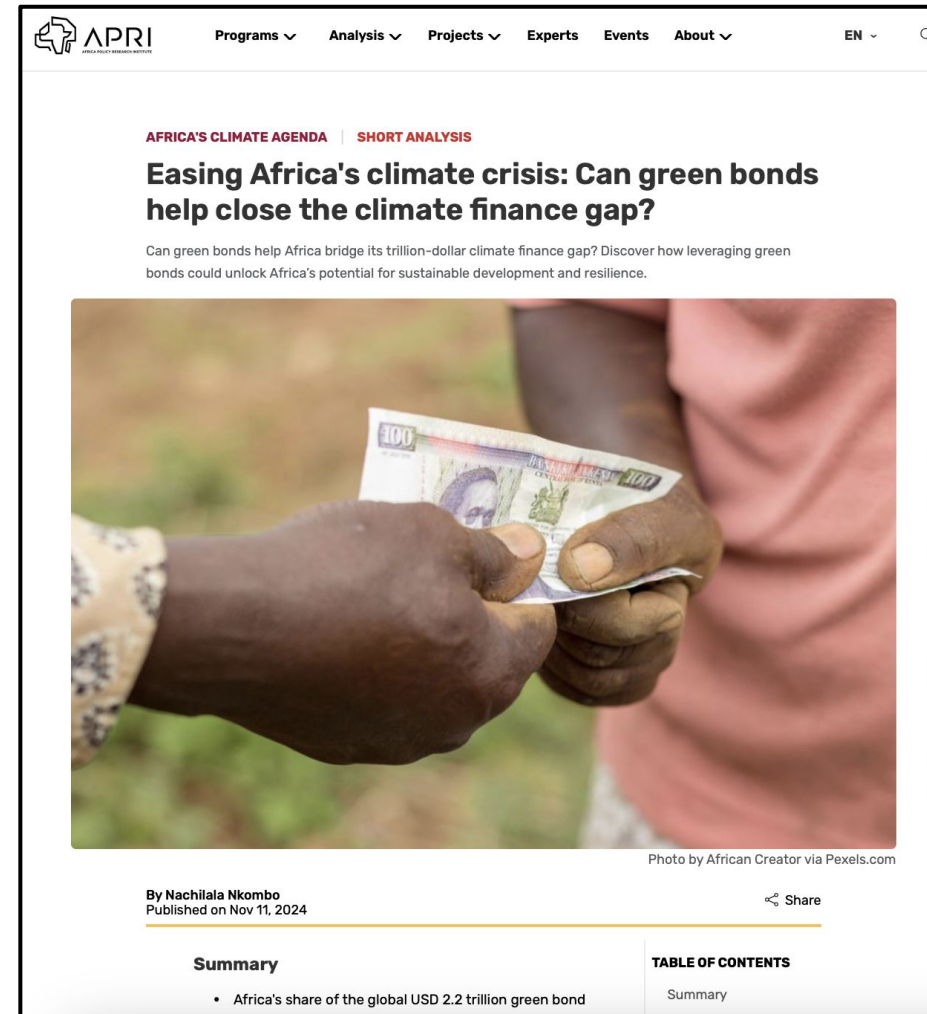
<https://idl-bnc-idrc.dspacedirect.org>

Social Science in Humanitarian Action Platform (SHAAP):

<https://www.socialscienceinaction.org>

UK Government POSTNotes:

<https://post.parliament.uk/type/postnote/>



# Good policy briefs

Are clear and concise

Present robust evidence in an easy-to-understand way

Do not offer opinions or to tell the reader what they 'should' do



# How to write a good policy brief

## Plan your policy brief

- Purpose
- Audience
- Content
- Structure

## Template for a policy brief

- Executive summary
- Introduction
- Research overview
- Discussion/analysis of research findings
- Conclusion or recommendation

[\[Link to template\]](#)



# Reaching your policy audience

## **Produce hard copies, in colour**

- Can be read anywhere
- Can be passed on to others
- Can be left in plain sight
- More likely to be remembered



Photo by Getty Images on Unsplash

## **Try to arrange a meeting**

- Gives opportunity to ask questions
- Allows discussion and honesty about challenges
- Reaches people who are genuinely interested
- More likely to generate press interest



Photo by Sweet Life on Unsplash

# Writing a policy brief: exercise

- Choose a planetary health issue affecting your country or community and prepare a policy brief using a resource of your choice as a guide (e.g. [IDRC/CRDI](#))
- Use the following steps to help you think carefully about your approach and product
  - **STEP 1: Topic proposal** - What is the issue that warrants a policy change? Who is the target audience and potential stakeholders/partners? Outline your proposed topic using [this template](#).
  - **STEP 2: Methods proposal** - How will you will provide evidence-based policy recommendations? Outline your approach for gathering and analyzing supporting data using [this template](#).
  - **STEP 3: Synthesis and write-up** - Develop your recommendations and pull it all together in a structured paper using the [template](#) from this toolkit.
  - **STEP 4: Audio-visual presentation** - How will you translate or mobilize your recommendations using other formats or platforms? Prepare a communication about the brief using an audio-visual medium of your choice (e.g. presentation, video or photo compilation, podcast-style storytelling or interview, etc.).

Thank you for listening!

[www.planetaryhealthalliance.org](http://www.planetaryhealthalliance.org)

# Further information

African Health Observatory Platform (AHOP): <https://ahop.aho.afro.who.int/publications/ahop-insights/>

African Group of Negotiators Experts Support (AGNES): <https://www.agnesafrica.org>

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