

Designing the Policy Brief



Titles: Add a Little Jazz



- Titles are reference point
- Sub-titles break up text
- Both should entice readers
- Similar to headline writing
- Verbs make them more dynamic
- Questions can pique curiosity

Sidebars Add Extra Depth



- Is extra to main discussion
- Meant to “hook” reader
- Sidebars should be:
 - Short
 - Descriptive
 - Stimulating (ask questions)
 - Focused on action



Sidebar Example

Repair Bill Could Reach \$250 Million

The Mozambique government estimates that it will cost \$250 million to repair the damage from the cyclone and floods that struck Mozambique in February 2000. Early reports of the damage included the destruction of the following infrastructure: a key rail link used to bring in fuel and goods from Zimbabwe and South Africa; hundreds of kilometres of roads, which are fundamental to market reforms, among other things; electricity and telephone lines: more than 140 schools; and health centres.



Other Design Choices

Callouts

- Sentences or sentence fragments
- Printed in larger font
- Boxed or placed in margins



Example

Electric fences are not a "stand alone" solution.



Other Design Choices

Bulleted Lists

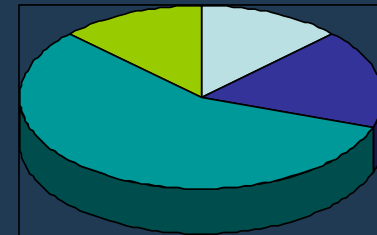
- Favour Groups of 5 or 7
- Express completed thoughts
- Avoid tags (one or two word bullets)



Other Design Choices

Charts, Photos, Graphics

- Pie charts/bar graphs better than tables
- Graphics can simplify understanding
- Use captions to explain content



■ Forest
■ Farm
■ Desert
■ Urban

Check Your Work



Think Ahead and Look Back



- Conduct a 20-second test – what stood out?
- Try to make more user friendly
- Go on a jargon hunt
- Don't overuse statistics
- Check arguments, proof, persuasion
- Build a Q and A package