



Guidelines for Writing Policy Brief Articles

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What is a Policy Brief?

A **policy brief** is a concise, clear, and practical document designed for decision-makers, policymakers, and senior managers. Its goal is to present essential information, analyze a significant issue, and propose practical solutions. This type of article should be written in **simple, comprehensible, and engaging language** so that non-expert readers in the field can quickly grasp the concept and make informed decisions.

How to Write a Policy Brief?

1. Engaging and Clear Title

- Should be short, clear, and easy to understand.
- Clearly indicate the main subject of the article.
- Be engaging to capture the audience's attention.

2. Authors and Organizational Affiliation

3. Abstract or Executive Summary

- A maximum of one paragraph summarizing the issue, its significance, and the overall conclusion.
- Aims to present the problem quickly and effectively for policymakers.

4. Introduction and Issue Analysis

This section should briefly introduce the issue and explain its importance. It should include key points and highlight its relevance to policymakers by considering the following aspects:

- **Statement of the issue** and the necessity of addressing it.
- **Analysis of the issue** based on scientific evidence.
- **Presentation of key data** to enhance the understanding of the issue.
- **Contextual background** of the issue (social, economic, environmental, and political aspects).
- **Impact analysis** of the issue on society, economy, environment, and politics.

5. Methodology

This section should describe the methods used to **identify, select, and evaluate research evidence** in terms of scientific study quality, applicability of results, and health equity considerations.

✦ **Note:** For policy brief development, **synthesized research evidence** (e.g., systematic reviews and meta-analyses) should be prioritized.

6. Results

This section should introduce **policy options** and **implementable solutions** to address the issue. The selected research findings should be used to evaluate these options.

6.1. Policy Options

- Consider **implementation feasibility** and potential challenges.
- Provide multiple proposed solutions for addressing the issue.
- Assess the **advantages, disadvantages, and challenges** of each option.
- If possible, include a **cost-benefit analysis** for each option.

6.2. Policy Recommendation

- Propose a **primary solution** with the highest efficiency.
- Clearly **justify** the selection of this option.
- Highlight **implementation steps** and required resources.

7. Discussion and Implementation Considerations

This section should include an evaluation of the final policy options that need to be prioritized by **health policymakers**. Additionally, the proposed options can be categorized based on **short-term, medium-term, and long-term** implementation plans.

Key aspects to consider:

- **Potential implementation barriers.**
- **Analysis of policy execution** at different levels (decision-makers, managers, and society).
- **Recommendations** for improving policy implementation.

8. Conclusion and Summary

- Provide a brief summary of **findings and proposed solutions** while reinforcing their importance.
- Offer an **outlook for the future** and final recommendations.

9. List of Financial Sponsors

- For the organization preparing the policy brief.
- For the policy brief itself.

10. Conflict of Interest Statement

11. References and Appendices

- If the article cites **research data or official reports**, referencing is mandatory.

Key Considerations for Writing a Policy Brief

- ✓ **Language:** The entire article must be written in **English**.
- ✓ **Brevity and Clarity:** The article should be **2 to 4 pages long** (maximum **1500 words**).
- ✓ **Simple and Clear Language:** Avoid complex technical jargon to ensure **easy comprehension** for non-expert audiences.
- ✓ **Visual Presentation:** Use **graphs, bullet points, and tables** to enhance readability (maximum of **2 figures/tables**).
- ✓ **Practical Focus:** Provide **realistic and actionable solutions**.
- ✓ **Objectivity and Evidence-Based Content:** Use **scientific analyses and credible sources** (minimum **8**, maximum **12 references**).