

**POLICY BRIEF CHECKLIST**

<b>Component</b>	<b>Criteria</b>	<b>✓</b>
<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 the 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>Are the problem and recommendations clear?</b>	
<b>Problem Statement</b>	<ul style="list-style-type: none"> <li>• Clearly identifies problem/issue</li> <li>• Identifies primary cause and main modifiable root cause</li> <li>• Describes local situation                             <ul style="list-style-type: none"> <li>○ Quantifies the burden of the problem and impact on public health</li> <li>○ Summarizes relevant data, presenting it visually</li> <li>○ Describes previous efforts to address issue</li> </ul> </li> <li>• Describes problem from a global/regional perspective, if relevant</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>• Presents and analyzes up to three potential solutions addressing root cause</li> <li>• Describes supporting evidence for options</li> <li>• Clearly describes policy options with sufficient detail (policy mechanism, implementation and enforcement)</li> <li>• Evaluates options thoroughly</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>• Presents one recommendation, with next steps</li> <li>• Recommendation is evidence-informed / well supported</li> </ul>	
	<b>Does the recommendation outline clear action steps?</b>	
<b>References/ Resources</b>	<ul style="list-style-type: none"> <li>• Includes reasonable number of resources</li> <li>• Resources are relevant and of high quality</li> </ul>	
<b>Design and Readability</b>	<ul style="list-style-type: none"> <li>• Writing is clear and impactful</li> <li>• Easily understood by non-scientific audience</li> <li>• Appropriate use of graphs, maps, models</li> <li>• Preferably two but no more than four pages in length</li> </ul>	

**Overall impression/comments:**