

## 5. POLICY BRIEF CHECKLIST

Use this checklist to critique your own brief or review another author's brief.  
(Source: JHSPH)

<b>Argument flows clearly</b>			
Yes	Needs work		Comments and suggestions
		Aim is clear	
		Conclusion is clear at the outset	
		Problem is clearly stated and backed by evidence	
		Recommended actions are clear and specific	
		Recommendations flow logically from the evidence presented	
		All information is necessary for the development of the argument	
<b>Content is appropriate for the audience</b>			
Yes	Needs work		Comments and suggestions
		Importance to the audience is clear	
		Recommendations are appropriate for the audience	
		Understandable without specialised knowledge	
<b>Language is clear, concise and engaging</b>			
Yes	Needs work		Comments and suggestions
		Words are not unnecessarily complex	
		Jargon is not used	
		Sentences are not cluttered with unnecessary words or phrases	
		Text is engaging (e.g. active voice)	
<b>Data are presented effectively</b>			
Yes	Needs work		Comments and suggestions
		All data are necessary for the argument	
		Data are easy to understand	
		Data are presented in the most appropriate format	
		Graphics are not redundant with text	
<b>Visual cues help the reader navigate and digest information</b>			
Yes	Needs work		Comments and suggestions
		White spaces and margins sufficient	
		Text is broken into sections with identifiable focus	
		Headings cue the key points that follow	
		Key points are easy to find.	