

Making an Impact 2023

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HOW TO CRAFT A SUCCESSFUL BRIEFING TO ENGAGE WITH A POLICY AUDIENCE

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The Heseltine Institute Promotes University of Liverpool research on policy issues. It supports the development and publication of policy briefings.

What are policy briefings?

A short-sharp summary of your research
~ 500 - 2000 words
Written in straight forward language
Sets out policy options and recommendations

How to structure policy briefings?

- 1 Short catchy TITLE posing a question
 - 2 Set out 3-5 standalone KEY messages
 - 3 Introduction = problem → background → cause + effect
 - 4 Main body = so what?...
 - 5 Policy implications including recommendations
 - 6 Conclusion = short recap + emphasize URGENCY!
- REMEMBER: Also use images and charts.

Why produce policy briefings?

- To get ideas out into the world quickly
- More digestible/accessible than academic journal articles
- Increased opportunity to collaborate with non-academic partners



↑ impact for REF



on what is MOST important

Who is the audience? Who are the policy-makers?

Needs a different approach than writing for an academic audience!

Advocacy

- Argues in favour of a stance
- Steers the audience

Objective

- Allows readers to make up their own mind
- presents options

Approaches to influence Policy-makers

1+1=2 "state the facts"

Once upon a time a number met another "Storytelling approach"

"co-production"

There are pros and cons to each of these approaches

Important to understand the landscape...



Politicians

Special advisors / Civil servants

Public sector organisations eg NHS

Charities, think-tanks, trade bodies

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