

## Policy Brief Checklist

Use this checklist to critique another person's policy brief or to critique your own.

<b>Argument Flows Clearly</b>		
Yes	Needs Work	
		Aim is clear
		Conclusion is clear at the outset
		Problem is clearly stated and backed with evidence
		Recommended actions are clear and specific
		Recommendations flow logically from the evidence presented
		All information is necessary for the development of the argument
		<i>Comments and Suggestions:</i>

<b>Content is Appropriate for the Audience</b>		
Yes	Needs Work	
		Importance to the audience is clear
		Recommendations are appropriate for the audience
		Understandable without specialized knowledge
		<i>Comments and Suggestions:</i>

<b>Language is Clear, Concise, and Engaging</b>		
Yes	Needs Work	
		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, varied sentence structure)
		<i>Comments and Suggestions:</i>

<b>Visual Cues Help the Reader Navigate and Digest Information</b>		
Yes	Needs Work	
		White space and margins are sufficient
		Text is broken into sections with identifiable focus
		Headings cue the key points that follow
		Key points are easy to find
		<i>Comments and Suggestions:</i>

### Policy Brief Checklist

Data Are Presented Effectively		
Yes	Needs Work	
		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
		<i>Comments and Suggestions:</i>

This worksheet has been adapted from a worksheet developed by the Women's and Children's Health Policy Center at the Johns Hopkins Bloomberg School of Public Health entitled "The Art of Crafting Policy Briefs."