

## **AESA Policy Brief Structure**

### **1. Executive Summary (3–5 Key Takeaways)**

- Provide a brief, bullet-pointed summary of the most important points:
  - What is the issue?
  - Why does it matter?
  - What should be done?
- Keep this section short (under 150 words) and aimed at a busy reader who might only read this part.

### **2. Introduction: Define the Problem (under 200 words)**

- Clearly state the policy issue and its context.
- Use facts, data points, or a striking example to demonstrate urgency or relevance.
- Define the scope and impact of the issue, and outline the objective of the brief.

*Optional enhancement:* Include a callout box with a powerful quote, data stat, or short scenario to highlight the problem.

### **3. Key Issues: Break Down the Problem (under 300 words)**

- Organize this section into thematic sub-sections under clear subheadings.
- For each key issue:
  - Explain its nature and significance
  - Back it with relevant data, evidence, or case examples
  - Briefly describe implications or impacts
- Keep paragraphs short, and use bullet points or visuals where helpful.

*Optional enhancement:* Include charts, infographics, or sidebar examples to illustrate complex points clearly.

### **4. Policy Recommendations (under 300 words)**

- Provide specific, actionable solutions addressing each issue raised.
- Structure this section to mirror the Key Issues section, for clarity and flow.
- For each recommendation:
  - Define the action to be taken
  - Identify who should act (e.g., government, NGOs, private sector)
  - Consider feasibility, potential trade-offs, and timeframes

*Optional enhancement:* Use a summary table or bullets for quick readability (e.g., Issue → Action → Actor → Timeline).

### **5. Conclusion / Call to Action (under 150 words)**

- Re-emphasize the urgency of the issue.
- Reinforce the main message or desired outcome.
- Include a clear call to action, especially if the brief is advocacy-oriented.

## **6. References / Sources**

- List all sources used in the brief, following a consistent style (APA).
- Use only credible sources: academic research, government publications, reputable NGOs, etc.

## **7. Author's details**

- Include the author's name, date, title, and institutional affiliation.