Policy Communication Training Toolkit
FACILITATOR GUIDE

PRINCIPLES OF POLICY WRITING (WP1L)

Module
Writing for Policy Audiences (WP)

Format
Presentation

Purpose
This presentation contributes to the module learning objectives by describing elements of effective policy writing.

Time Required
- 20 mins.

Activity Description
PowerPoint presentation with speaker notes. This presentation is short and focuses on general principles of policy writing, regardless of the actual product (policy brief, fact sheet, etc). It complements two other presentations on writing: one on the specific content and structure of a policy brief, and one on concrete skills for conversational writing style. The principles of writing for policy audiences are fairly clear and simple—it’s in the application of these principles that people get bogged down. Participants are often looking for hard and fast rules about policy writing, but the reality is that policy writing is subjective and varies. The answer is often “it depends”—usually on the audience and the communication objective.

This presentation is relevant to all communication skills that will be covered in the workshop. If you choose to focus on writing for policy audiences in particular, you will likely want to include one or both of the additional presentations on writing.

Key Learning Concept(s)
- Differences between academic and policy writing
- Importance of simple language and conveying data clearly

Materials Needed
- Laptop and projector
Associated Sessions

- Conversational Writing (WP2L)
- Nontechnical Writing Exercises (WP3E)
- Writing a Policy Brief (WP4L)
- Critiquing a Policy Brief (WP5E)

Required Preparation

- None