USING "RESEARCH BRIEF" TEMPLATE: GUIDANCE NOTE

WHAT IS IT?

An R2HC template which can help you write a 1-page summary of your funded research project. The Brief is primarily designed to support researchers to engage with policymakers and practitioners, and other non-technical, non-academic audiences.

WHO IS IT FOR?

R2HC research teams who want to communicate about their project and intended research outcomes to key stakeholders from the start of the grant. (For communicating findings towards the end of your grant, please use the Research Snapshot template).

HOW WOULD I USE A RESEARCH BRIEF?

- Print out copies to take to meetings and help you connect and engage with key stakeholders.
- If you want to expand this into a more technical or detailed research project summary, you can easily adapt the template in Word.
- Send people a link or attachment; or put in your email signature/on your website– to easily connect people with your research online.

WHAT NEXT?

- There is in-built guidance in the template which should make it easy to write. You don't need to ask us to review unless you want to, just go ahead and use it however you need. We're happy to review a draft if that would help– please contact us.

WRITING A BRIEF: TOP TIPS

- **Before you start writing**, make sure you can answer the following questions: Who do I want to read the Brief? (Specifically, who is your target audience)? What do I want this audience to do, or do differently– as a result of reading this Brief?
- You might find you have more than one distinct audience– and that doing different versions of the same Brief will be easier than trying to write for all your audiences at once!
- Use short sentences, and try to keep language suited to your target audiences. Spell out acronyms. Headings can help signpost key messages.
- Try and pitch writing style and content as if writing for a class of smart, reasonably well-informed undergraduates.
- Keep the headline to < 15 words – otherwise it will be difficult to read.
- Do a spell-check!

USING THE TEMPLATE

- We suggest you save the original template and don't write over it, so it's there for reference while writing– helpful in case you accidentally delete a text box, etc.
- You might find it easier to draft text in a blank word document, then copy and paste into text boxes. You also need to line text boxes up by eye (don't overspill the print margins).
- The template is designed to be printed in colour. However, it should be OK in black and white.
- If you've got ideas about how we could improve the template, please contact us.