

Creating a One-Pager

WRITING FOR A POLICYMAKER & STAKEHOLDER AUDIENCE



To have an impact on policy, it is important for researchers to communicate about their work, translating key research findings and giving voice to the insights and data. Policymakers rely on “one-pagers” to learn about a topic quickly and make decisions. A strong one-pager provides background, facts and analyses, and may include implications or options for policy solutions.

Recommendations for a One-Pager

- Identify your audience and target the information towards them.
- Lead with an interesting, understandable title that explains what will be covered.
- Include headings with large font to help guide the reader and organize points.
- Use bullets in lieu of paragraphs.
- Avoid long sentences and too many citations.
- Spell out acronyms, avoid jargon, and define “specialty” terms.
- **Remain nonpartisan when presenting your evidence and conclusions.**
- Include your name, title, contact information, and date.
- Share a draft with someone in a non-academic setting to gather feedback. Ask them what their key takeaways are.

General Outline of a One-Pager



Introduction and Background

- Provide a brief overview of the issue
- Define terms
- Include impact on communities



Add Visuals

- Charts, graphs, boxes, or a simple picture can break up a one-pager and convey important information in an easy to read format



Lay out the evidence

- Consider what you want your key takeaways to be
- Use evidence from your research or other studies, reputable surveys, policy experiences in other states. Cite in a footnote or on the backside



Conclusions and Next Steps

- End with a summary statement
- Consider outlining policy options, including potential impact on population and public health or potential cost savings, if applicable

Create a Dissemination Plan

- Utilize your network to distribute to key stakeholders and policymakers that may be interested
- Contact IHPI Policy Engagement & External Relations for advice on dissemination

Questions? Contact Eileen Kostanecki, IHPI Director of Policy Engagement & External Relations at ekostan@umich.edu

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