



Making Roads Safer

Project Briefing Guidance



Guidance

Evidence, practice or policy briefings can enhance the impact of projects by raising awareness of current research, best practice or interventions and summarising evidence-based recommendations. This promotes evidence-informed policy and decision making. A briefing document includes a summary of findings, targeted analysis, and recommendations for policy or practice.

For some projects, our funding requirements can include the production of a short evidence or policy briefing. This will be agreed in advance with your Grants Manager. This workbook has been designed to guide you with preparing the content of this document while you finalise the project findings, so that you can produce it in our standardised RST format once the Trustees have approved your final project report. You can submit the content in a word document to your Grants Manager.



Some tips for writing a high-quality project briefing include:

- ❑ **The briefing should be 1-4 pages including visuals.**
- ❑ The style of writing should be professional and not too academic, using clear language. Avoid the use of jargon and provide a clear and easy to follow argument for a knowledgeable audience without specialist technical knowledge.
- ❑ Tailor your briefing to the target audience. Think about whether the content can be connected to local issues to expand reach/relevance.
- ❑ Make sure to provide logos to ensure that briefings are appropriately branded so that the researcher, group or institution that produced it receives credit. Logos also add credibility.
- ❑ Any pictures, data or figures used in the report should be provided with relevant permissions. Consider using bold text to highlight key issues.
- ❑ Define any unfamiliar terms.
- ❑ Fully spell out the first use of any abbreviated terms.
- ❑ Make sure to include any key references.



Project Title

Evidence/Policy or Practitioner Briefing
(select one by agreement with Grants Team)

Executive Summary

This could be the only thing that your audience reads. Summarise the key points of the briefing: the policy issue or road safety problem in question, how

your project's findings address it and your conclusions. For research projects, this 'executive summary' is the equivalent of an abstract for a journal paper.



Recommendations/Key Findings

Present findings early as again this may be the only thing your audience reads. Definite recommendations might only be appropriate if your findings/evidence are conclusive. It might be more appropriate to recommend routes to further impact or highlight areas

in need of further research. If making recommendations make sure that they are specific and actionable and clearly linked to evidence. Key recommendations can be highlighted in bold text.



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Introduction

The introduction should describe the broad goals and underlying motivations for the briefing. The background can present the broader context and historical rationale for the issue. It should refer to the status of existing academic, scientific, practice

or policy work on the issue, highlight knowledge gaps that need answers, and present the research or policy question. It can also introduce the collaborators or key researchers.

Project design and activities

In non-technical language, briefly describe what you did. Summarise the activities that were undertaken to achieve the aims, objectives and project outputs. Include information about how

the project and any research/evaluation was conducted, what it looked at and the number of participants. Include any limitations of the methodology.

Project findings

When presenting data and findings, consider any key potential counterarguments, that policy makers or practitioners are likely to face when trying to use the evidence. Any potential bias should also be declared. Avoid presenting a lot of technical detail. Detailed datasets should be presented as an Appendix or hosted on a website. Provide links for interested readers to access more detailed information such as a full research paper or project website. Graphs and visuals can be a powerful tool for presenting research findings.

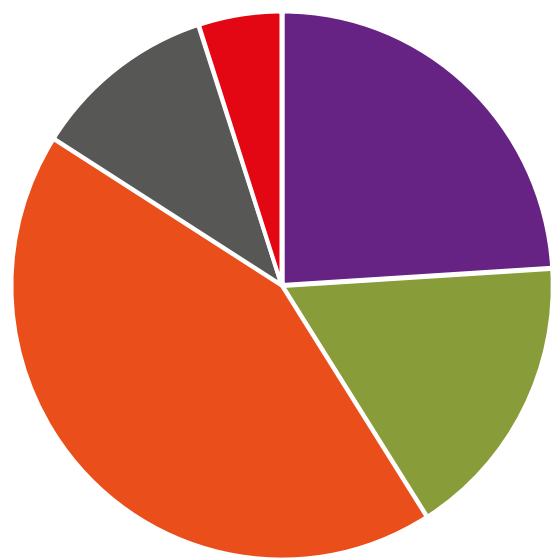
Visuals

Photographs and infographics can be a powerful tool for presenting research findings. Use graphics such as figures, tables, charts or diagrams and images where suitable to help your briefing be more eye-catching, appealing and understandable. Do not overdo it – 2 or 3 photographs and 2 or 3 charts or tables should be sufficient for a 1-4 page briefing. Graphics should be easy to understand. Make sure they do not replicate information within the text and are not used as a substitute for text when discussion of the findings is needed. All graphics should be appropriately labelled.

Photo title



Chart title



Recommendations for policy or practice

This section describes how the evidence and recommendations fit into the big picture and reasons for creating the briefing. Describe the implications of the findings for road safety policy or future research. For practically focused projects describe the implications for current practice and identify routes to future impact. This can include recommendations for distinct

actions or policy options. Make sure to offer clear justification for propositions and highlight potential advantages, disadvantages and trade-offs. Time frames for acting on recommendations can also be highlighted. Recommendations should be feasible and actionable for the target audience.

Funders, Acknowledgements and Author Contact

Acknowledge all funding used for the project, and the author's current positions and contact details for further communication. **Also include a link where the full report can be accessed.**

Date & Disclaimer

Allows people to assess the relevance of the work when reading it. **All project briefings must include a disclaimer.** Please insert the appropriate information (**highlighted in bold**) in our standardised disclaimer below:

This report has been prepared for The Road Safety Trust ["RST", the Trust"] by ["**name of authors**"] from

["**organisation name**"]. The report content reflects the views of the authors and not necessarily those of the Trust. It is the authors who are referred to when "we" and other first-person pronouns are used in the report. Any errors or omissions are the authors' sole responsibility. The Road Safety Trust cannot accept any liability for any error or omission, or reliance on part or all of the content in another context.

