

## AFP POLICY BRIEF: SELF-REVIEW QUESTIONNAIRE

A self-review questionnaire is a useful tool for making sure the final draft is focused, evidence-based, and *limited* to what is achievable *now*. The questions included can also be helpful for peer reviewers (as guidance).

1. Is it clear who the audience/targeted decisionmaker is?
2. Is the appropriate level of detail provided and consistent throughout? Is the language too technical for the audience? If there is too much detail, can the brief just refer the audience to a resource for the detail?
3. Is the focus of the brief immediately apparent by the title and first couple paragraphs? (I.e., the importance of the problem/opportunity, specific issue being addressed, and proposed course of action?)
4. Does the issue seem urgent?
5. Is enough context provided to support the proposed options?
6. Are the proposed options to address the issue easy to identify at a glance? Are there too many?
7. Are all the major influencing factors acknowledged?
8. Does the brief make the case for taking the particular course of action? (I.e., are the rational, emotional, and ethical arguments convincing; are the data credible)?
9. Are the right/strongest data, examples, and messages being highlighted to maximize impact? (E.g., the three messages you would emphasize in an elevator ride with your decisionmaker.)
10. Are the data and key messages organized effectively or too scattered or perhaps misplaced?
11. Are the sub-headings meaningful (capturing the key points/messages of the section)?
12. Are the figure, table, text box, and graphic titles conveying the meaning of what is being shown (for easy comprehension)?
13. Are the recommendations specific and feasible enough to immediately take action on? Are the next steps clear?
14. Are all the recommendations directly connected to achieving the “ask”? If not, which ones should be removed and why?
15. Is it clear who should take the recommended actions?
16. Is the audience told where to go for more information (if details are available)?

To provide feedback on this questionnaire, contact Lori Merritt at [lmerritt@futuresgroup.com](mailto:lmerritt@futuresgroup.com).