The task: summarise as 2-5 bullets:

1. Who is your / the audience?
2. Why was the research done?
3. How can what you learned be applied?
4. What was missing or needs to happen next?

Framing and audience

TOP TIP: Put your audience at the centre - what is their need and how does your work help them?

- Does your work relate to a policy issue they’re working on?
- Does it have relevance to your local community?
- Could it positively impact them? How?
- Will it change best practice or help professionals re-assess how a job is done?
- Will it aid decision-making on the job
- Could it answer a practical question for someone working in the field?

Advice on writing

- Provide 2-5 bullet points (ideally highlighting any relationship to specific Sustainable Development Goals)
- Always be clear and succinct
- Start with a point that clearly states the issue that you are addressing / helping your reader to address
- Put key information first to catch the attention of busy readers (not everyone will read to the end)
- Share what your findings mean in real terms; e.g.: ‘Medicine X works better if taken with food’ or ‘Without restriction of air pollution levels to below Y, deaths from respiratory conditions in affected areas are X% higher’
- Keep statements factual and avoid providing opinions or speculation on the study’s findings and significance.
- Use the active voice!
Useful links

- Tip sheet on connecting research and practice from the SDG Publishers Compact Fellows: [Top Action Tips for Connecting Researchers and Practitioners — SDG Compact Fellows](https://www.sdgcompactfellows.org/connecting-research-practice)

- Author guides for writing for non-academics from the SDG Publishers Compact Fellows: [https://www.sdgcompactfellows.org/communicating-implications](https://www.sdgcompactfellows.org/communicating-implications)

- [Communications: How to communicate effectively to policy makers - Bennett Institute for Public Policy (cam.ac.uk)](https://www.sdgcompactfellows.org/communicating-implications)

- How to Guides for Patient Engagement: Plain language summaries (PLS) of peer-reviewed publications and conference presentations: practical ‘How-To’ Guide for multi-stakeholder co-creation Available at: [https://pemsuite.org/How-to-Guides/WG5.pdf](https://pemsuite.org/How-to-Guides/WG5.pdf)


- Example publisher websites (most publishers have an author services site to help authors):
  - [https://www.emeraldgrouppublishing.com/how-to/authoring-editing-reviewing/write-simply](https://www.emeraldgrouppublishing.com/how-to/authoring-editing-reviewing/write-simply)
  - American Society of Civil Engineers (ASCE) - Practical Applications summary guide [https://ascelibrary.org/practicalapplications](https://ascelibrary.org/practicalapplications)
  - American Geophysical Union - Guide to writing plain language summaries [How to write a plain language summary | AGU](https://www.earth.nullschool.net/data/what/what.html)
  - One Earth - Science for Society statements [https://www.cell.com/one-earth/article-types](https://www.cell.com/one-earth/article-types)