



Governor's Council on Impaired Driving

Outline for a White Paper

Purpose: *The purpose of a white paper is to give the Governor a brief yet succinct review of an impaired driving prevention strategy being recommended for his consideration by the Council. The white paper will provide the Governor with the reasons why the strategy may be effective in reducing impaired driving, and it will also give the Governor any counter arguments as to why the strategy should not be implemented. It provides the Governor with the best and most fair information and assessment so that he/she can make an informed decision.*

A white paper is typically no more than two pages in length. This is a typical outline:

* **Executive Summary** – A two to three paragraph overview of what the paper is about. State the purpose of the paper. Do not state the conclusion here; simply tell the Governor what the purpose of the paper is. Readers frequently read only the summary and conclusion of white papers, so provide enough material to encourage the Governor to read the details.

* **The Problem/Issue** – Two to three paragraphs describing the problem with some background. Be straightforward and succinct. Supporting data can be helpful.

* **Understanding the strategy** -- This section helps the Governor understand the strategy's application to the problem and how the strategy works in general. While this is not the place to describe how the strategy solves the problem, the section is oriented so that the Governor will be able to understand the strategy's application to the problem. This and the following section are the meat of the white paper.

* **How Your Strategy Addresses the Problem** -- Describe how using the strategy solves the problem and use supporting evidence whenever possible. If applicable, describe how the strategy works well in conjunction with other strategies to solve the problem.

This section must also include any counter arguments to implementing the strategy. The Governor must have a fair assessment of all the arguments surrounding the strategy so that he/she can make a decision based on the best available information. A Governor will want to know the social, political and economic impacts of the proposed strategy.

* **Conclusion** – A brief summary of the Council's/subcommittee's thoughts on the strategy.

An informal tone is best; use acronyms and abbreviations sparingly. Use plain English, no matter how much someone insists on using more technical language. The objective is to educate and inform the Governor. It provides real information that the Governor can use.