

DIY Advocacy Agenda – Leave Ready to Act

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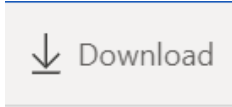

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Accessing Session Materials

If you can use Microsoft Word (Preferred):

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Advocacy Toolkit

Step 1: Choose Your
Advocacy Priorities

Step 2: Identify Your
Advocacy Capacity
Assets and Gaps

Step 3: Identify
Decision-Makers for
Your Policy

Step 4: Identify
Advocacy
Messengers

Step 5: Develop
Advocacy Message

Step 6: Select Your
Strategic Advocacy
Activities



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Choose Your Advocacy Priorities

Criteria for Prioritizing Issues	Yes or No	Notes/comments
Would it result in a real improvement in children's lives?		
Would it address underlying causes and problems?		
Is it easy to communicate and understand?		
Is the issue widely felt?		
Is it a priority expressed by young people?		
Are there opportunities/entry points to influence policies?		
Are there resources for advocating on the issue?		
Is the analysis of the issue grounded in solid evidence and expertise?		
Are there partnership possibilities to advocate on the issue?		
Are policymakers keen for change on the issue?		

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- ☐ Would it address underlying causes and problems?
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- ☐ Are there partnership possibilities to advocate on the issue?
- ☐ Are policymakers keen for change on the issue?



Identify Your Advocacy Capacity Assets and Gaps

- ☐ Youth who can help lead the campaign and participate in all the roles below.
- ☐ Staff and board members who are available to work on advocacy
- ☐ Staff and board members who can be influential spokespeople
- ☐ Staff and board members with relationships with decision-makers
- ☐ Staff and board members relationships with media
- ☐ Expertise in communications and media relations
- ☐ Expertise in coalition-building
- ☐ Expertise in community and social mobilization
- ☐ Expertise in web-based communications
- ☐ Expertise in policy analysis and/or policy development
- ☐ Familiarity with the policy process
- ☐ Evidence to support the policy solution
- ☐ Funding (current or likely) for advocacy activities

Capacity	Specific individuals or materials that are available in your organization.	Specific individuals or materials in potential partner organizations
Youth who can help lead the campaign and participate in all the roles below.		
Staff and board members who are available to work on advocacy		
Staff and board members who can be influential spokespeople		
Staff and board members with relationships with decision-makers		
Staff and board members relationships with media		
Expertise in communications and media relations		
Expertise in coalition-building		
Expertise in community and social mobilization		
Expertise in web-based communications		
Expertise in policy analysis and/or policy development		
Familiarity with the policy process		
Evidence to support the policy solution		
Funding (current or likely) for advocacy activities		



Identify Decision-Makers For Your Policy

A. Category of Decision-Maker	A. Specific Decision-Maker	A. The Decision-Maker's Awareness of the Issue	A. The Decision-Maker's Position on the Issue
	1	<input type="checkbox"/> <u>Unaware</u> : not familiar with your issue. <input type="checkbox"/> <u>Aware of the issue, but inaccurately informed</u> : has heard of the issue, but may have information that is outdated or inaccurate. <input type="checkbox"/> <u>Aware of the issue, but mostly uninformed</u> : has heard of your issue, but may not have much information. <input type="checkbox"/> <u>Accurately informed of the issue</u> : aware and correctly informed of your issue. <input type="checkbox"/> <u>I'm not sure</u> : I don't know how aware they are of the issue.	<input type="checkbox"/> <u>Opposed</u> : clearly committed against your viewpoint. You are not likely to change their mind. <input type="checkbox"/> <u>Non-mobilized</u> : doesn't yet have an opinion or is undecided on their position. <input type="checkbox"/> <u>Low-support</u> : won't oppose your goal but also not likely to be an active, visible promoter either. They are generally supportive of the issue. <input type="checkbox"/> <u>High support</u> : actively working or speaking out on behalf of your goal as a visible and vocal champion to make a change. <input type="checkbox"/> <u>I'm not sure</u> : I don't know their position on the issue.
	2	<input type="checkbox"/> Unaware <input type="checkbox"/> Aware of the issue, but inaccurately informed <input type="checkbox"/> Aware of the issue, but mostly uninformed <input type="checkbox"/> Accurately informed of the issue <input type="checkbox"/> I'm not sure	<input type="checkbox"/> Opposed <input type="checkbox"/> Non-mobilized <input type="checkbox"/> Low-support <input type="checkbox"/> High support <input type="checkbox"/> I'm not sure



Identify Advocacy Messengers

A. Specific Decision-Maker	B. Category of People Who Could Influence the Decision-Maker	C. Specific Messengers	D. How Much Influence Do They Have With the Decision-Maker?	E. How Likely Is It You Can Recruit this Messenger to Help?
		1	<input type="checkbox"/> High <input type="checkbox"/> Medium <input type="checkbox"/> Low <input type="checkbox"/> I don't know	<input type="checkbox"/> High <input type="checkbox"/> Medium <input type="checkbox"/> Low <input type="checkbox"/> I don't know
		2	<input type="checkbox"/> High <input type="checkbox"/> Medium <input type="checkbox"/> Low <input type="checkbox"/> I don't know	<input type="checkbox"/> High <input type="checkbox"/> Medium <input type="checkbox"/> Low <input type="checkbox"/> I don't know
		1	<input type="checkbox"/> High <input type="checkbox"/> Medium <input type="checkbox"/> Low <input type="checkbox"/> I don't know	<input type="checkbox"/> High <input type="checkbox"/> Medium <input type="checkbox"/> Low <input type="checkbox"/> I don't know
		2	<input type="checkbox"/> High <input type="checkbox"/> Medium <input type="checkbox"/> Low <input type="checkbox"/> I don't know	<input type="checkbox"/> High <input type="checkbox"/> Medium <input type="checkbox"/> Low <input type="checkbox"/> I don't know
		1	<input type="checkbox"/> High <input type="checkbox"/> Medium <input type="checkbox"/> Low <input type="checkbox"/> I don't know	<input type="checkbox"/> High <input type="checkbox"/> Medium <input type="checkbox"/> Low <input type="checkbox"/> I don't know
		2	<input type="checkbox"/> High <input type="checkbox"/> Medium <input type="checkbox"/> Low <input type="checkbox"/> I don't know	<input type="checkbox"/> High <input type="checkbox"/> Medium <input type="checkbox"/> Low <input type="checkbox"/> I don't know



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Develop Advocacy Messages

The Policy You are Advocating For: _____

Decision-Maker You Are Crafting a Message to Convince: _____

1. What is the issue?



2. Why should the decision-maker care about this issue?



3. What is the proposed solution and its likely impact on the problem?



4. What do you want the decision-maker specifically to do?



5. Combine the four parts into a compelling and concise advocacy message:



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Select Your Strategic Advocacy Activities

Examples of Advocacy Activities

- ☐ Will the activity catch the attention of the decision maker?
- ☐ Will it feature your key messenger?
- ☐ Will it highlight your key message?
- ☐ Does it leverage your top advocacy capacity assets?
- ☐ Does it avoid your advocacy capacity gaps? (Or can you build your capacity fast enough to do this?)
- ☐ Is the timing strategic? (Leveraging upcoming events, significant dates, or timing of government decisions?)
- ☐ Does the activity minimize possible risks to our organization?

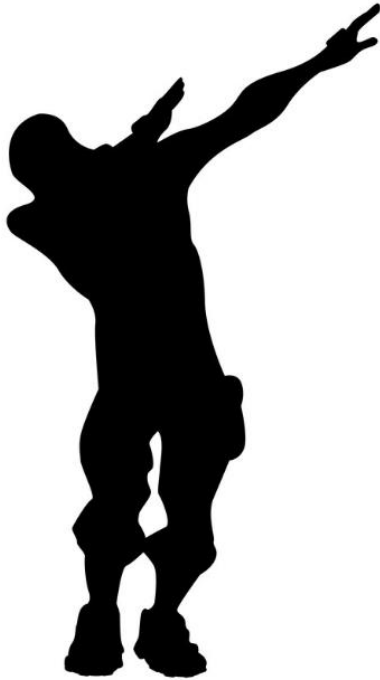
Materials and Publications		
Report Fact sheet Policy brief Brochure	Poster Infographic White paper Talking points	Peer-reviewed journal article PowerPoint slides Newsletter Photo book
Traditional and New Media		
Op-ed Press release Press briefing Twitter Facebook Webcast	Interview Media advisory Website YouTube channel Radio program Flickr Film	Press conference Desk side briefing Installation art Google Hangout Letter to the editor Talk show Blog
Meetings and Events		
Photo exhibit Policy dialogue Private dinner Film festival Exhibit Award ceremony March	Report launch Expert panel Symposium Field visit Gala Summit Commemoration	Task force/Coalition meeting Cocktail reception Parliamentary briefings Breakfast/luncheon meeting Meeting with decision-makers Stakeholder briefing Demonstration
Gathering Evidence for Advocacy		
Disease-transmission modeling Budget-impact modeling Key informant interviews Facility assessments	Data forecasting Case study Focus groups Collecting stories	Demonstration/pilot project Cost-effectiveness modeling Study tour/field visit Literature review Policy and budget analysis
Monitoring Commitments and Promoting Accountability		
Participatory budgeting Public expenditure tracking	Community scorecards Citizen report cards Social audits	Citizen charters Health committees Health pacts



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Summary of Your Advocacy Plan



The Policy You are Advocating For
Your Top Advocacy Capacity Assets
Your Top Advocacy Capacity Gaps
The Top Decision-Maker
Your Top Messenger
Your Advocacy Message
Your Top Advocacy Activities

