

# Map Your Advocacy Impact Strategy

Answers to these simple questions will provide an effective **10-PART PLAN** to help you achieve important health policy changes and accountability

 **PATH** provides advocacy strategy development, skills training, small grant funding, peer mentoring, and technical assistance to make real health policy changes around the world. To date, we have reached: ● **Over 600 individuals** ● **More than 100 organizations** ● **In 50+ countries**

For more information, visit <http://sites.path.org/advocacyimpact> or email us at [advocacyimpact@path.org](mailto:advocacyimpact@path.org)

## What is your advocacy **issue**?

This is the first, and most critical, stage of the process. Your issue should be specific and clear, align with your organization's mission, and be realistically addressed through advocacy within five years. You'll also need evidence about why your issue is a problem.

## What is your advocacy **goal**?

This is your policy solution to the issue—or what you'd like a policymaker to do to address it. Describe the change you would like to see, how that change will happen, the timeframe, and which institution needs to act to make it happen.

## Who are the **decision-makers & influencers**?

Identify the specific decision-makers who have the power to give you what you want and the influencers who can persuade them to act. These are the individuals who can say yes or no to your goal, so be specific.

## What are their **interests**?

Try to understand your issue from each of your decision-makers' perspectives. Consider their level of awareness and current feelings about the issue and identify what might motivate them to be supportive. The most effective strategy will meet your decision-makers where they are and move them toward your point of view.

## What **opposition & obstacles** exist ?

It's important to understand who may resist or oppose your goal in order to design tactics and messages to reduce their influence on key decision-makers. Also, identify obstacles—like competing priorities, political controversy, or insufficient resources—that might hinder progress.

## What are your advocacy **assets & gaps**?

Your assets are the skills, expertise, and resources you have to conduct advocacy activities. Conduct a thorough inventory of your assets, as well as anything you're missing to get the job done.

## Who are your **key partners**?

Be strategic about the partners you choose and how you partner with them. Good partners bring new constituents to an issue, demonstrate wide-scale support, improve your ability to reach and persuade a wider set of decision-makers, help mitigate opposition, and yield additional expertise, skills, and resources.

## What are your **tactics** ?

Be selective about your advocacy tactics. The best activities are the ones most likely to have an immediate and direct impact on your target decision-makers or key influencers. When designing your tactics, consider whether they address your decision-makers' interests, help lessen the influence of any opposing groups, and align with your advocacy assets.

## What are the most powerful **messages**?

Use what you know about your decision-makers' interests to develop a compelling message about your advocacy goal. Your message should briefly introduce the issue, connect it to your decision-makers' interest, address the solution, and end with a clear "ask." It is important to also identify people who can deliver that message most effectively.

## How will you **measure success**?

Policy change can take time, so don't just focus on the end point of your goal. Develop measurement benchmarks along the way so you'll know you're making progress and to help you refine your advocacy strategy as needed.

