



TARGET	HOW TO CONTACT	POSITION ON THE ISSUE	HOW TO INFLUENCE	METHOD OF DECISION-MAKING	LISTENS TO
President or Prime Minister	Letter Official office Ceremonies Public events	Unknown	Majority rule Media Opposition health critics Cabinet ministers	Through parliament	Ministers Provincial elected officials Bureaucrats
National Minister of Health	Letter Official office Ceremonies Public events	Supportive	NGOs Health-related public policy arguments	Consultation	NGOs Ministry bureaucrats
Provincial Health Ministers	Direct approach Visits, e-mails, phone calls, meetings Invite to private functions	Negative	NGOs Patients or family members	Consultation	Health professionals Healers Community leaders
Local Health Officials	Direct approach Visits, e-mails, phone calls, meetings Invite to private functions	Very supportive	NGOs Patients or family members	Through local governing councils	NGOs Health professionals Individuals

Adapted from: <http://www.who.int/cancer/FINAL-Advocacy-Module%206.pdf>, page 18.