



- Conduct research on your policy problems in your setting and identify key players in decision-making
- Select your advocacy issue
- Develop an advocacy plan
- Identify primary targets and corresponding secondary targets
- Identify and engage key partners from other sectors to add depth to your campaign
- Write a letter to the Minister of Health or other key decision maker to request a meeting to discuss your issue and policy solutions
- Select appropriate tactics and carry out campaign events
- Engage the media by reaching out to journalists to educate them about the importance of your issue
- Write letters to the Editor or Opinion Editorials to leading newspapers on the importance of your issue
- Engage social media about the importance of your issue (Facebook, Twitter, Instagram, blogs, etc.)
- Publicize your campaign in your newsletter
- Publicize your campaign on your website
- Engage your membership by including advocacy messages in your newsletters, events, social media, website and meetings
- Involve your constituency in your campaign through events and media activities