

FRAMEWORK FOR ADVOCACY



1. What is the cause you are interested in?
2. How narrow or wide does the scope of the cause need to be? Is it realistic?
3. Do you have adequate background information on the cause? eg. its history, prevalence, social problems that are associated to it, visibility of the cause to others.
4. Why should others care about the cause like you do?

1. CAUSE



1. What outcome would you like to see happen relative to your cause?
2. Are the outcomes short-term, long-term or both in nature?
3. Will the outcomes be a function of a change in attitudes, behaviours or both?
4. How feasible are your outcomes? (Especially in terms of how complicated the problems associated with the cause are, source of resistance to desired outcomes, availability of necessary resources to bring about desired outcomes etc.)

2. OUTCOME



1. What audiences need to be influenced to achieve the desired outcomes such as general public, political leaders, media sources, people directly affected by the cause?
2. What are their points of view about the desired outcome?
3. What sources of potential support & resistance do these audiences have?

3. TARGET AUDIENCE



1. What is your plan of action in motivating or persuading the target audience to engage in specific attitude/behaviour change relative to the desired outcome?
2. What strategy can be implemented & modified amidst the changes in the political, economic and social environments?
3. How can you link the nature of your strategy to the change you are trying to effect in your target audience?
4. How can you use an evidence-based practice approach to help determine which strategies & tactics to utilise?

4. STRATEGIES & TACTICS



1. Have you developed an evaluative feedback mechanism to assess the effectiveness of your advocacy campaign in terms of its process & outcomes?
2. What are the pros and cons of using proxies for outcome indicators? How would using outputs impact the evaluation of the effectiveness of the advocacy campaign?
3. Have you clarified what constitutes "success" in terms of achieving the desired outcomes?

5. EVALUATION