**Advocacy worksheet**

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| First step:  Creating the team, assigning the agenda, and defining the goals | * Creating the team and developing the plan * Defining the advocacy plan title * What is the problem? (Whether it is political change, policy-making, or forcing the policy to implemented) * What is the final impact of the plan? | | | | | | | | | | | |
| Second step: Research for analysing the issue, the political situation, and those who are to be addressed | First part: Developing an advocacy plan that includes: | | | | | | | | | | | |
| * The past history and efforts previously put into action * The current status of the problem and trends in the past, present and future, the groups that are affected positively or negatively (Who are the most affected?) * Economic impacts (What are the costs and benefits and for who?) * Social impacts (What are the costs and benefits and for who?) * The factors affecting the problem (the problem, the main cause, the cause of the behaviours due to direct causes, the causes which lead to certain behaviours) * Cost-effective interventions for improving the current status | | | | | | | | | | | |
| Second part: Analysing the political situation | | | | | | | | | | | |
| * Is the issue a priority for the government and is anything being done on it? * What is the official and non-official policy-making process for the issue? * Is it a public issue, has the media focused on it and is it described comprehensively? * What policies regarding the issue have been approved or disapproved in recent years? * Is there any related public contribution, how and to what extent? | | | | | | | | | | | |
| Third part: Audience analysis (those in favour, those who support, or those in coalition – green; those opposing – red; and those who are potentially in favour – blue) | | | | | | | | | | | |
| First line audience | Power of impact | | Second line audience | | Situation | | Knowledge, beliefs, competing factors | | Probable strategies of opposition | | Probable strategies for confronting |
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| Third step:  Orientations | * What are the specific objectives of the advocacy plan? (Preserving current support, decreasing active opposition, changing opposing or neutral positions) * What strategies are priority (considering danger, cost and success)? * General strategies/specific strategies * Confronting strategies/collaborative strategies | | | | | | | | | | | |
| Fourth step:  Plan of action | The advocacy fact sheet for the coalition (content, best method of publication and the messenger) | | | | | | | | | | | |
| Policy plan? Coalition? Expectations from the audience (what do the audience have to do and how are they supposed to do it? Why that activity is important and how does it impact the audience and the community? | | | | | | | | | | | |
| Operational areas | | Activities or projects | | Responsible person | | Necessary information | | Deliverable | | Resources and time limits | |
| Coalition | |  | |  | |  | |  | |  | |
| Appropriate method of notification | |  | |  | |  | |  | |  | |
| Lobbying | |  | |  | |  | |  | |  | |
| Working with media and getting public support | |  | |  | |  | |  | |  | |
| Feedback (rewards, ceremony, confronting rumours) | |  | |  | |  | |  | |  | |
| Monitoring and evaluation | |  | |  | |  | |  | |  | |

**Advocacy exercise**

1. Name one advocacy-related activity that you have done or experienced and criticize your own performance according to the advocacy project checklist provided below.
2. Write an advocacy plan for increasing the per capita mental health budget:
   * 1. Name a couple of the first line and the second line audiences
     2. Name some of the incorrect beliefs of those opposing the programme and explain the reason for each belief
     3. Name the different parts of the advocacy plan and explain each part.
     4. What are the roles of public media and nongovernmental organizations in this regard?

**Advocacy project checklist**

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| **Stage** | **Components** | **Check** |
| **Designing the project** | 1. The project title is approved. 2. The manager of the project is designated and the necessity of the project is confirmed. 3. A multidisciplinary team is created. 4. Planning is done by the team. |  |
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| **Designing steps for performing the project** | 1. The project title and its final impact is reviewed and relooked at. 2. Research for developing a policy plan, a political situation analysis and an analysis of those to be addressed and what we expect from them is done. 3. The orientation, including the outcomes and interventions of the advocacy, is defined. 4. The advocacy policy paper (including problem, causes and interventions), coalition, audience and expectations of audience is drafted. 5. Action plan for the coalition, media role, lobbying, receiving feedback (encouragement, celebrations and confronting rumours), evaluation and monitoring is done. |  |
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| **Performance** | 1. Training for all team members for interviews with the media, discussion techniques, negotiation skills and problem solving is done. 2. Building a coalition, preparing content for notification, performing activities related to the media and consulting activities are all monitored and achieved successfully. |  |
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| **Evaluation** | 1. Evaluation of the impacts of advocacy at different levels is defined and the resources are allocated and assigned. 2. Results of the monitoring project are published and the results are going to be applied. |  |
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