HOW TO BUILD AN ADVOCACY PLAN

A SELF-ASSESSMENT CHECKLIST

Effective advocacy requires clear communication of key messages to the right audience. Strategies need to be developed to target activities to have the greatest impact.

This self-assessment checklist is designed for UICC member organisations that are actively engaged in advocacy or those who are exploring their role as advocates. Its purpose is to provide thinking points to help you identify areas that are already working well, and areas that need to be strengthened.

We hope that you will use this tool when reflecting on your current advocacy plans and practices and that it helps you in planning your future advocacy actions.

THE CHECKLIST CONSISTS OF A SERIES OF QUESTIONS THAT ARE BASED ON THE FOLLOWING THEMES:

- Environment
- Action
- Strategy
- Networking
- Evaluation

ENVIRONMENT

1) **Does your organisation map the environment to identify factors that may affect advocacy outcomes, including:**
   - Current government leadership
   - Public support for change
   - Policy environment

2) **Does your organisation know the key decision makers in your country and region?**
   - Heads of government
   - Ministers of Health, Finance and Education
   - WHO Country and Regional office representatives
   - Donors and Funding Agencies
   - Relevant private sector organisations

3) **Are your organisation's advocacy activities aligned with key country and/or regional priorities for cancer?**
   For example, where it exists, are your organisation's activities aligned with the National Cancer Control Plan?

4) Do your organisation's advocacy efforts actively involve people affected by cancer and community stakeholders?

ACTION

1) **Have you identified your target audience** e.g., government, media, donors?

2) Are your advocacy resources directed at different audiences?

3) **In formulating your advocacy messages for different audiences, do you consider:**
   - The channel of communication (e.g., personal contact, letter, webinar) that is best for your intended audience?
   - The most appropriate messages for that audience?

4) Does your organisation consider the best spokesperson for each audience?

5) **Does your organisation align the timing of your advocacy activities with major events, including:**
   - International or national meetings that bring together the major stakeholders?
   - February 4: World Cancer Day?

6) Does your organisation develop and maintain media support through personal contacts, press releases, and press conferences?

STRATEGY

1) Has your organisation established a clear long-term goal for its advocacy work? ○

2) Are SMART (specific, measurable, achievable, relevant and time-bound) objectives used to develop your advocacy plan? ○

3) Does your organisation's advocacy strategy for cancer take an integrated approach to preventing and controlling Non Communicable Diseases (NCDs)? ○

4) Will your organisation's advocacy efforts help to progress the World Cancer Declaration targets? ○

5) **Do your advocacy efforts link the action with global treaties, policies or declarations?** For example, are the actions linked to commitments contained in the United Nations Political Declaration on NCDs? ○

6) Are your advocacy messages designed to motivate your audience to act by giving them a proven solution to the issue (e.g., increase taxes, regulate advertising to children, increase training opportunities for health workers). ○

7) Do your advocacy messages include case studies showing the effectiveness of a proven solution to the issue? ○

8) Do your key messages include arguments for the cost-effectiveness of preventing and control of cancer? ○

NETWORKING

1) Does your organisation develop strategic partnerships and coalitions with organisations and institutions that share common goals and policy interests, resulting in joint advocacy action? For example, National NCD Alliances. ○

2) **Does your organisation promote active participation in partnerships and coalitions through:**
   - Participating in discussion forums, e.g., Common Interest Group of the NCD Alliance
   - Sharing of advocacy resources
   - Participation in conferences, e.g., the World Cancer Congress ○

3) Has your organisation identified a staff member to take the lead in working with partnerships and coalitions? ○

EVALUATION

1) Has your organisation developed reliable indicators to evaluate and monitor the effectiveness of advocacy efforts? ○

2) Does your organisation collect data on these indicators to measure the impact of advocacy activities? ○

3) Are the data collected used to assess which strategies and activities have been the most successful, and why? Or why not? ○

4) Does your organisation share the lessons learned with your staff and stakeholders on the effectiveness of your advocacy efforts? ○

5) Do you use the lessons learned to improve your advocacy efforts? ○

6) Are resources allocated to implement changes to improve your advocacy efforts? ○