

2015 WCN Advocacy Training Workshop

Basic Principles of Advocacy Action Planning

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Disclosure

- None

Action Planning: Getting Started

- Advocacy Action Plan
 - Foundation of advocacy success
 - Maps out the steps needed to accomplish an objective
 - Breaks down big ideas into smaller tasks

Action Planning: Getting Started

- Components:
 - Issue
 - Objective
 - Reason
 - Actions to Take
 - Target Audience
 - Resources
 - Completion Date
 - Success Measures

Action Planning: Issue

- **First Step: Identify your advocacy Issue**
- What challenge or problem do you, your patients, and/or their caregivers face?
- Which of these issues can you personally have a role in changing?
- Which of these issues do you feel strongest about?
 - This will keep you motivated!

Action Planning: Objective

- **Step 2: Define your Objective(s)**
- What do you hope to accomplish by taking on this Issue?
- Objectives should be SMART
 - S = Specific
 - M = Measurable
 - A = Attainable
 - R = Realistic
 - T = Timely

Action Planning: Reason

- **Step 3: Describe why you chose this Issue**
- Should be a succinct statement of what motivated you to select this Issue?
- Why do you want to achieve your objective, who will benefit?

Action Planning: Actions To Take

- **Step 4: Identify all the Actions you will need to take to accomplish your Objective**
- Look at your Objective(s). What are all the steps you will need to take to achieve them?
- Actions should also be S.M.A.R.T.
- Add as many as you need – remember, your Action Plan is a roadmap

Action Planning: Target Audience

Step 5: Identify the Target Audience for each Action

- Look at each Action individually. Whose attention will you need to accomplish that Action?
- If you identify more than one group of people, which group is your primary Audience?
- Consider who needs to hear your message for your Action to be successful
 - Legislators, key decision makers, public, etc.

Action Planning: Resources Needed

- **Step 6: Determine what Resources you will need to accomplish your Action**
- For each individual Action, determine:
 - What information you need
 - Who you need to contact
 - If you need to compile materials or data
 - The assets you already have available
 - What will help you to be successful?

Action Planning: Success Measures

- **Step 7: Decide which measures will determine Success for your Action**
- Success Measures keep your Action or Objective from being overwhelming
- Success Measure may be:
 - Simple
 - Obvious
 - Reiterate smaller steps in your individual Action

Action Planning: Target Dates

- **Final Step: Set Target Dates for completion of each Action**
- Set a deadline for each individual Action
 - Be realistic
 - Consider other factors that might affect your ability to complete your Action (work and family schedules, etc.)
- If you have trouble meeting your Target Dates, it might be a sign that your Action is too complex
 - Break into smaller Actions

Action Planning: Example

- Brainstorm First
 - There is only 1 neurologist for a population of 1 million
 - Approximately 25% of population living in poverty
 - Hard for individuals to afford medical care & medicine
 - Proper treatment of neurological disease is rare due to factors above
- Issue: There are not enough neurologists to adequately treat neurological disease

Action Planning: Example

- Objectives:
 - 1. Increase neurology residency training programs in medical colleges
 - 2. Increase provision of neurology services in non-teaching district hospitals
- Reason: To improve citizen's access to neurological care

Action Planning: Example

- Action: Meet with the directors of the neurology residency training program
- Target Audience: Residency Program Directors
- Resources Needed:
 - Research on how new residency training programs get granted
 - Familiarity with recent requests for new programs as well as reasoning if they were not granted
 - Investigate medical student interest in neurology

Action Planning: Example

- Resources Needed (cont.)
 - Research current statistics on trained neurologists and population needs
 - Compile all findings and data into report
 - Recruit other interested peers
 - Find out the best way to request a meeting
 - Assess all assets

Action Planning: Example

- Success Measures:
 1. Finish preliminary research
 2. Write comprehensive report of findings
 3. Recruit peers interested in same objective
 4. Schedule meeting with Directors of Residency Training
 5. Successfully meet with Directors of Residency Training

Action Planning: Example

- Target Dates: Hold Meeting in 1 year
 - Complete research in 6 months
 - Write report in 4 months
 - Recruit peers within 1 month
 - Schedule meeting within 1 month

Action Planning: Summary

- Action Plans help you map out the steps needed to reach your advocacy goals
- Time invested into Action Planning is worthwhile
- A good Action Plan increases your chance for success
- Action Plans are your toolkit for strategic advocacy
- **Action Plans Work!**