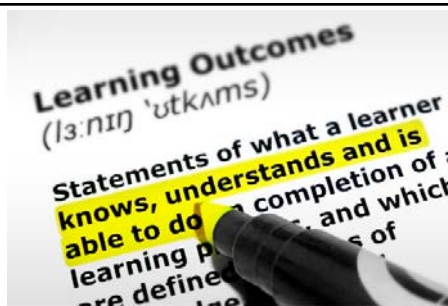


Regional Course on Communication and Advocacy for Agricultural and Rural Statistics

20 – 24 April 2015
Beijing, China

Advocacy Strategy: State the Goal



- Identify essential components of an advocacy goal
- Develop a policy advocacy goal for your strategy



2. What is your **advocacy goal**?

The Policy Solution

WHAT: Solution or change you would like to see relative to your advocacy issue

HOW: Specific action a decision-maker or decision-making institution can take to accomplish the change

Who? and When?

WHO: The decision-maker or decision-making institution with the power to take action on your advocacy issue

WHEN: Date or time frame for the action to occur

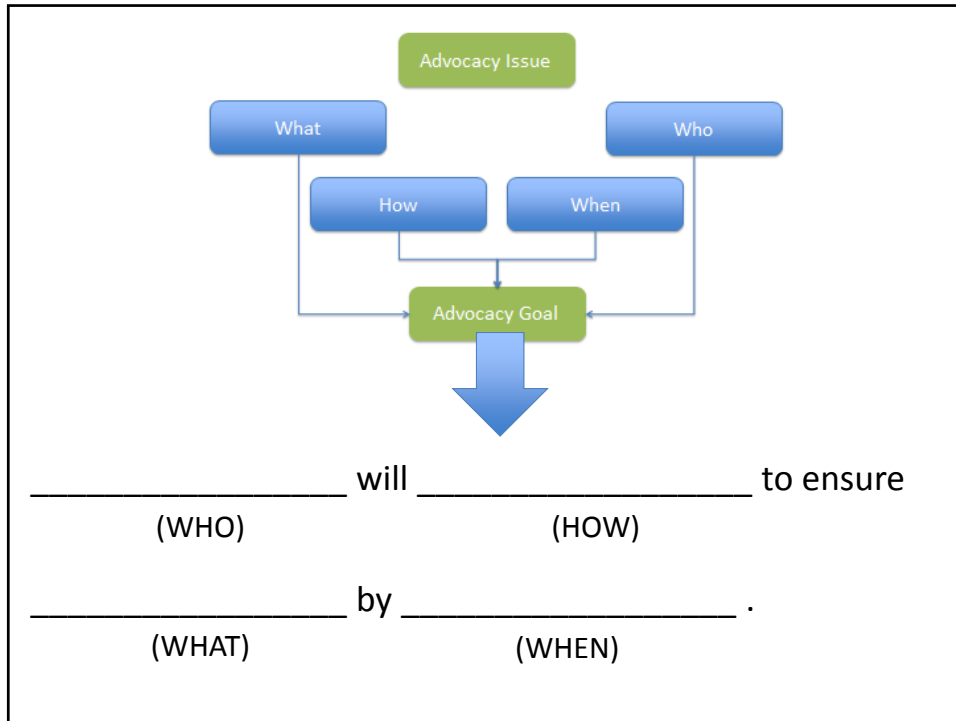
4 Elements of a Policy Advocacy Goal

WHAT: Solution or change you would like to see relative to your advocacy issues

WHO: The decision-maker or decision-making institution with the power to take action on your advocacy issue

HOW: Specific action a decision-maker or decision-making institution can take to accomplish the change


WHEN: Date or time frame for the action to occur



Evidence-based ...

Source	Type of Evidence	Findings that support your advocacy goal	Ways to use the evidence in advocacy efforts
	Quantitative? Qualitative? Primary? Secondary?		

Evidence that your advocacy issue is indeed an issue and that your proposed solution or advocacy goal will work.



Group Exercise: Stating the Goal

**TURNING ADVOCACY SOLUTIONS
INTO ADVOCACY GOALS**