

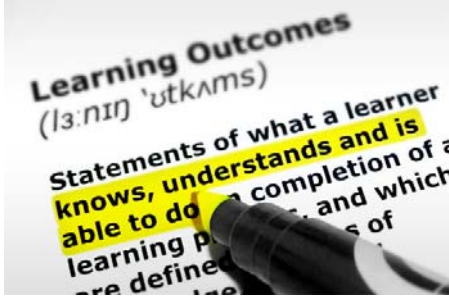
Regional Course on Communication and  
Advocacy for Agricultural and Rural Statistics

20 – 24 April 2015  
Beijing, China

**Advocacy Strategy: Tactics**



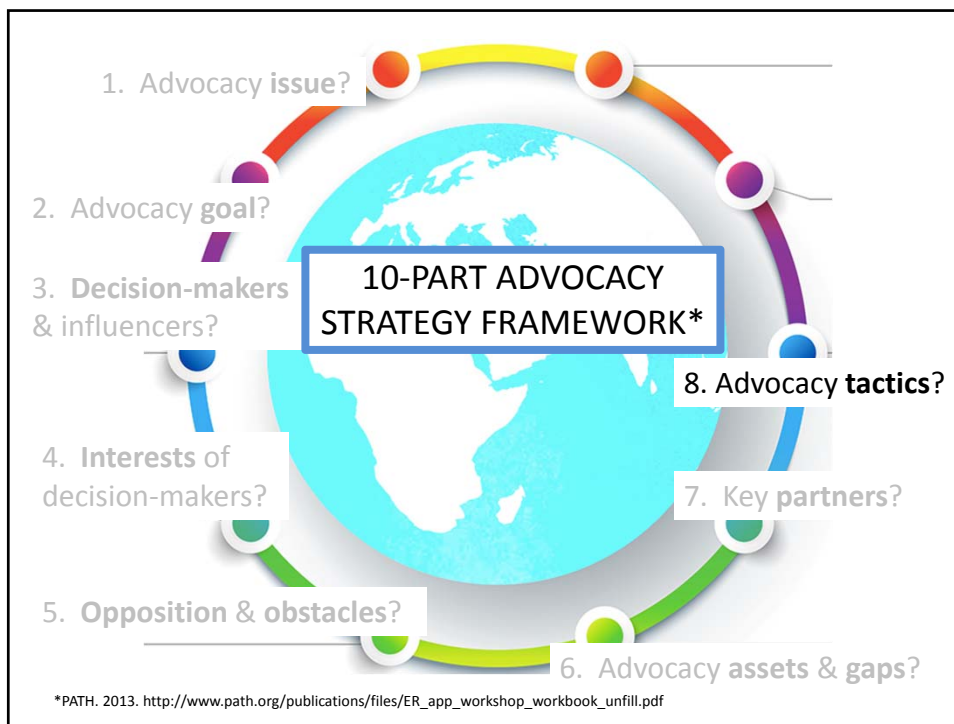
UNITED NATIONS  
SIAP  
Statistical Institute for  
Asia and the Pacific



**Learning Outcomes**  
(13:n17) 'utkams)

Statements of what a learner  
knows, understands and is  
able to do on completion of a  
learning process, and which  
are defined in terms of

- Design objectives to reach an advocacy goal
- Determine advocacy activities and tactics
- Develop an advocacy work plan



**Part 8 Worksheet: Developing Objectives**

Insert your advocacy goal from Part 2 into the box on the left. Develop at least three advocacy objectives for that goal.

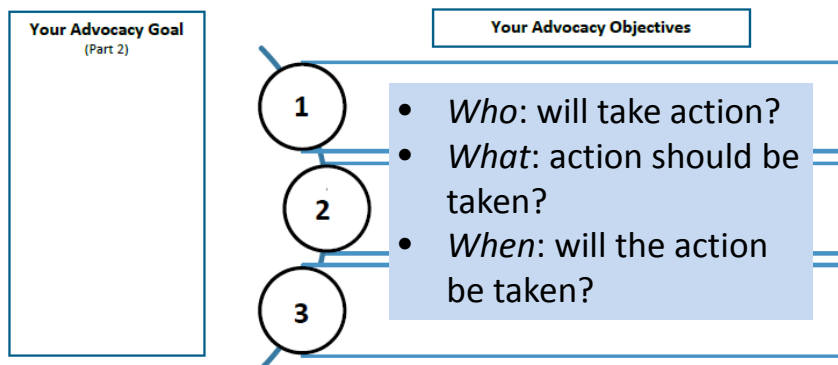
Remember, a good advocacy objective includes: **WHAT** (what action you want the decision-maker to take), **WHO** (which specific decision-maker you want to take that action), and **WHEN** (a timeframe for the action to occur, often 6 months – 3 years depending on the particular advocacy effort). Objectives should also be **SMART**: Specific, Measurable, Achievable, Relevant, and Time-bound.

Your Advocacy Goal (Part 2)	Your Advocacy Objectives
	<div style="display: flex; align-items: center;"> <div style="border: 1px solid black; border-radius: 50%; width: 40px; height: 40px; display: flex; align-items: center; justify-content: center; margin-right: 10px;">1</div> <div style="border: 1px solid black; padding: 5px;">Desired accomplishment that will contribute to the overall goal. A step toward your overall goal.</div> </div> <div style="display: flex; align-items: center; margin-top: 10px;"> <div style="border: 1px solid black; border-radius: 50%; width: 40px; height: 40px; display: flex; align-items: center; justify-content: center; margin-right: 10px;">2</div> <div style="border: 1px solid black; padding: 5px; width: 300px; height: 30px;"></div> </div> <div style="display: flex; align-items: center; margin-top: 10px;"> <div style="border: 1px solid black; border-radius: 50%; width: 40px; height: 40px; display: flex; align-items: center; justify-content: center; margin-right: 10px;">3</div> <div style="border: 1px solid black; padding: 5px; width: 300px; height: 30px;"></div> </div>

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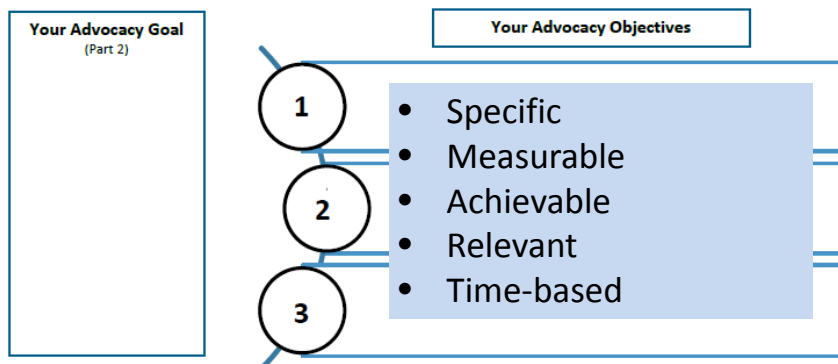
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**Your Advocacy Goal**  
(Part 2)

**Your Advocacy Objectives**

1

2

3

- How will you know if you accomplish this objective?
- Will it help to bring you closer to the advocacy goal?
- Is it easier to achieve than the advocacy goal?

**Part 8 Worksheet: Developing a Work Plan**

In the top row of each table list one of your objectives from the previous worksheet. For each objective list two to four activities you will conduct to achieve that objective in column A. In columns B and C indicate the specific staff and partners who will carry out each activity. In columns D and E estimate the approximate cost and timeline for each activity.

OBJECTIVE #1				
A. Activity	B. Responsible staff	C. Partner(s)	D. Cost	E. Timeline

### Part 8 Worksheet: Developing a Work Plan

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OBJECTIVE #1				
A. Activity	B. Responsible staff	C. Partner(s)	D. Cost	E. Timeline
<ul style="list-style-type: none"> <li>• Traditional and new media</li> <li>• Events and meetings</li> <li>• Materials and publications</li> <li>• Gathering evidence for advocacy</li> <li>• Monitoring commitments and promoting accountability</li> <li>• Others ...</li> </ul>				

## Checklist for Selecting Activities

- \* Will it address decision-makers key interests?
- \* Catch the interest of decision-maker?
- \* Lessen influence of opposition?
- \* Have expertise and resources for the activity?
- \* Uses related upcoming events, dates or government decisions for advocacy?

Country Work:

**DEVELOPING AND ADVOCACY  
WORK PLAN**

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