

GNC Advocacy Planning

10-step plan to develop your advocacy strategy



The 10-step plan was created to help guide you in developing an advocacy strategy and action plan:

- Step 1: Description of the problem
- Step 2: Overall advocacy goal
- Step 3: Key strategic objectives
- Step 4: Evidence mapping
- Step 5: Stakeholder mapping
- Step 6: Analysis of risks and mitigators
- Step 7: Development of key messages
- Step 8: Opportunities for advocacy
- Step 9: Advocacy activities and annual planning
- Step 10: Reporting and evaluation

You can download and use this template to draft your advocacy strategy. To support the development of advocacy strategies and plans, each step is further explained below with some tools to inform discussions and strategic thinking for each step. For further information, please also consult the Advocacy Toolkit and the GNC advocacy e-learning modules.

Step 1: Description of the problem

What are the main nutrition problems in your country/context? What are the barriers to solving these problems?

Briefly describe the nutrition situation and the policy, technical or financial frameworks related to it. You can use the following tools to guide the discussion: nutrition cluster SWOT analysis, trends windows analysis.

- **Description of the problem:**

Step 2: Overall advocacy goal

What needs to change?

Describe the big problem you are trying to address (your overall advocacy goal) and [to the extent possible] how it links and supports the 2022-2025 GNC Advocacy Strategy.

- **Overall Advocacy Goal:**

Step 3: Key strategic objectives

What specific changes can contribute toward addressing your overall advocacy goal?

In 2-3 bullet points describe the specific changes that are needed to contribute towards addressing your strategic objectives. Your advocacy objectives should be change-oriented and describe the change in policy or practice you are seeking to achieve. Good objectives are SMART (specific, measurable, achievable, realistic and time-bound). The more precise you are in the **WHO has to do WHAT and WHEN**, the clearer it will be to understand what you are trying to achieve and the easier to act and monitor progress.

- ...
- ...
- ..

Step 4: Evidence mapping

What evidence do you have to support your arguments?

Below, list available data and existing information to support your advocacy positions. Consider if new research or analysis is needed to support your arguments.

Available data/information:

- ...
- ...
- ..

Research/analysis to be developed:

- ...
- ...
- ..

Step 5: Stakeholder mapping

WHO has the power to influence/make the change?

Complete the following matrix to identify key advocacy targets and allies:

High	DEGREE OF AGREEMENT WITH YOUR POSITION	<i>Despite their low influence, they can support your issue for a stronger common voice</i>	Here you can find important allies. <i>You can establish good relationships and seek their support.</i>	Here are your main champions. <i>Their support can be critical</i>
				Here are your main targets. <i>You need to persuade them to agree with your issue</i>
				Here are your main opponents. <i>You must minimise their influence.</i>
Low		INFLUENCE ON YOUR ISSUE	High	

Step 6: Analysis of risks and mitigators

**Can advocacy create any risks to programmes, staff, partners, or beneficiaries?
What strategies can we apply to mitigate any potential risks?**

In the table below, please include any potential risks or negative reactions that could arise from your advocacy efforts and how you plan to manage and mitigate them:

RISKS	MITIGATORS
• •	• •

Step 7: Development of key messages

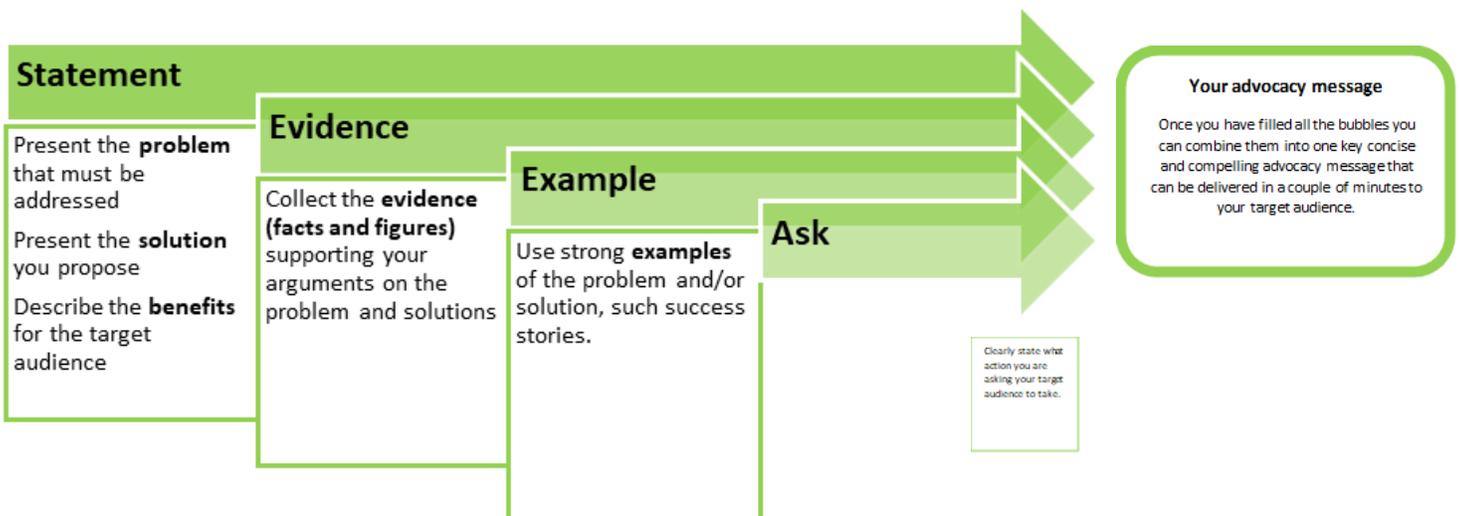
What arguments can you use to influence your target audiences?

Include below 3 to 5 core messages which clearly summarise your position and the change you are seeking to achieve. This will then guide the development of more specific, tailored messages that will be targeted to different audiences.

You can use the following principles to develop your messages:

- *Use precise language and active verbs*
- *Include evidence-based, realistic, and actionable solutions, propositions, and recommendations for raising interest and support*
- *Anticipate arguments against your position and prepare responses to those arguments*

The following structure can help you crafting your core messages:



Step 8: Opportunities for advocacy

What upcoming opportunities could you use for advocacy?

Taking into consideration the Stakeholder mapping (Step 4), please list below up to 10 key meetings/opportunities to advance our advocacy objectives (ie: key meetings for direct engagement with key targets to present and promote your key messages):

Opportunity	Date

Step 9: Advocacy activities and annual planning

What activities can help you promote your advocacy messages?

Considering the identified opportunities, what activities can be undertaken to advance your advocacy objectives? Examples of advocacy activities include the following:

Policy and research

- Policy paper
- Brief
- Evidence based leaflet
- Joint statement

Advocacy/lobbying

- Meetings with key actors
- Events
- Inter-Cluster coordination

Media

- Press release
- Opinion piece
- Online influencers
- Social media

Public mobilisation

- Policy paper
- Brief
- Evidence based leaflet
- Joint statement

Advocacy activities should be defined on an annual basis to support the implementation of the Advocacy Strategy. Advocacy activities can be included in the cluster annual plan of action, or an advocacy plan of action can also be developed following the template below:

