Advocacy Action Planning

Drafting your advocacy action plan can seem scary, but with just a few steps, you are well on your way to being a health center advocacy champion!

Set Your Advocacy Goal
What is the overarching goal you hope your advocacy will accomplish? What do you want to move or change in your advocacy work?

**Remember, this is not your action plan. We will get to that later!**

Attract Your Audience
Who do you want to reach?

How is this audience manageable?

Acknowledge Your Allies
Who are people and what are things that are already supportive?

Determine the Detractors
Who or what will distract or deter you from meeting your goal?
Rely on your Resources
What resources do you have already that will help you research, promote, and implement your action plan?

Master Your Message
What will get people's attention?

Take Action!
How will you put your goal in action?

Evaluate Effectiveness
How will you evaluate whether or not you met your advocacy goal?