

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?

