

## EXAMPLE OF AN ADVOCACY ISSUE

### Legislation to tax sugar-sweetened beverages in order to address overweight and obesity.

An advocacy issue is identified via the situational analysis conducted as part of Step 1, by conducting research and analysing the problem, and by defining possible policy solutions. While identifying the different policy solutions, it will be important to assess their feasibility in terms of evidence available, existence of a conducive policy environment, policy interest and will, among other factors. To make sure that your issue is specific, create a brief statement of the main problem and then identify its root causes to clarify your issue.

#### To identify your advocacy issue, you will need to consider:

- **Specific problems:** What occurs, to whom, where does it happen, when?
- **Root causes:** Keep asking why to get to a deeper level of causation.
- **Barriers:** What is preventing problems from being solved (political, economic, cultural, social factors)?
- **Solutions:** Which approaches will work? How, who, what, where, when?
- **Opportunities:** Are there windows of opportunity to influence the issue?



**Tool 3**  
Problem tree: Understanding problems, causes, and effects

#### What are some criteria for selecting your NCD advocacy issue?

- **Scope:** How pervasive is the issue? Can you quantify its impact on communities, people living with NCDs?
- **Evidence:** Is the solution based on evidence? Can it be confirmed by data?
- **Feasibility:** Is the solution realistic and winnable?
- **Communication:** How easy is the issue to explain and understand?
- **Appeal:** Will it draw support? From whom?
- **Demonstrate:** Can you show how the solution will help prevent and/or control NCDs and benefit the community, people living with NCDs?
- **Partners:** Do civil society networks related to the issue exist?
- **Opportunity:** Is there an opening to influence the issue?
- **Risk:** How would it impact the reputation of your alliance or organisation?



**Tool 4**  
Checklist for selecting/prioritising an NCD advocacy issue

#### Once your advocacy issue is defined, the next step will be to identify your advocacy goal.

- Involves a long-term (5-10 years) vision for policy change on NCDs
- The subject of your advocacy efforts
- Cannot be achieved by one group alone, but by a collective
- Exists outside of your alliance or organisation
- Orients an advocacy alliance over the long-term