

## TOOL 4

### Checklist for selecting/prioritising an NCD advocacy issue<sup>1</sup>

**Instructions:** Take a possible advocacy issue and consider the criteria listed in the left column by answering the questions listed in the second column. Based on your answers, rate each criterion high, medium or low, according to your response. For instance, for the 'Data' criterion below, if you have access to ample data demonstrating the extent of the problem, select the "high" rating for that particular question. In the third column, write notes about your reasons for selecting or rejecting a possible issue. When selecting an advocacy issue think about: the level of motivation and preparation of your organisation to engage in the issue; appropriateness to the current political, social and economic environment; and the potential impact and benefits.

Criteria	Question	Reason for selecting	High, Medium, Low
<b>Data:</b>	Do you have access to data that demonstrates the extent of the problem? Do the data show that the proposed solution will lead to improvements?		
<b>Scope:</b>	Does the issue affect many people? Do enough people feel affected to act?		
<b>Understandable:</b>	Is the issue easy to understand and explain? Are you able to frame the issue so that people comprehend it and its solution?		
<b>Specificity:</b>	Is the nature of the required policy change clear and very specific?		
<b>Resources:</b>	Will you be able to raise enough funds to support work on this issue? Do people care enough to donate resources?		
<b>Targets:</b>	Are you able to clearly identify the key decision makers (individuals) to address this issue? Do you have their names and contact information?		
<b>Networks:</b>	Do you have existing alliances with other stakeholders or key individuals based on this issue?		
<b>Values:</b>	Does the issue reflect your organisation or alliance's mission statement and values?		
<b>Potential for success:</b>	Is the issue and its proposed solution feasible and winnable given the current political, social and economic climate? How likely?		

<sup>1</sup> Adapted from: (a) CEDPA Advocacy Training Manuals – "Advocacy: Building Skills for NGO Leaders," and "Social Mobilization for Reproductive Health, A Trainer's Manual" and from ACS and Midwest Academy, ACS Direct Action Trainers Manual, 4th Edition, February 2008, "Choosing Problems and Issues," pp. 6-11 and [https://unitedpatientsacademy.org/upfiles/UnitedPatientsToolkit\\_4-4-2018\\_FINAL.pdf](https://unitedpatientsacademy.org/upfiles/UnitedPatientsToolkit_4-4-2018_FINAL.pdf) and [https://www.unaids.org/sites/default/files/media\\_asset/advocacy\\_toolkit\\_en\\_0.pdf](https://www.unaids.org/sites/default/files/media_asset/advocacy_toolkit_en_0.pdf) ; and (b) Adapted from: ACT!2015 Advocacy Strategy Toolkit by Restless Development, PACT, UNAIDS [https://www.unaids.org/sites/default/files/media\\_asset/advocacy\\_toolkit\\_en\\_0.pdf](https://www.unaids.org/sites/default/files/media_asset/advocacy_toolkit_en_0.pdf)

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<b>Future:</b>	Does work on this issue have the potential to build momentum for future campaigns?		
<b>Commitment:</b>	Do people care enough about the issue to take action?		
<b>Participation:</b>	Does the issue offer an opportunity for the meaningful involvement of people living with NCDs and does it reflect their lived experience? Does it offer an opportunity to mobilise the local community?		
<b>Partnership:</b>	Are there opportunities for many sectors of civil society to become involved in the issue? Do you have the potential to form strong partnerships?		
<b>Level of effort required:</b>	How many people will need to work on the campaign? How much time will be needed to succeed?		
<b>Level of public support:</b>	How supportive is the public of the issue? Does it have wide-ranging appeal?		
<b>Level of decision-maker support:</b>	How supportive are the key decision-makers of the issue?		