

EXAMPLES OF NCD ADVOCACY OBJECTIVES

- Secure congressional approval of an alcohol and tobacco tax package to finance Universal Health Coverage by October 2022.
- By the second year of the administration, ensure the adoption by the Ministry of Health of a new national and multi-year costed NCD Strategy with clear measurable objectives.



Tool 5

Worksheet for defining advocacy issues, goals, and objectives

To measure progress for each of your advocacy objectives, and incremental steps towards your advocacy goal, you will need to set indicators of success that will help measure relevant gains and wins within your advocacy campaign. The more specific your indicators, the easier it is to evaluate your progress. Indicators will be addressed more fully in **Step 8 – Monitor and Evaluate**.



Read Case Study 3 to see how an NCD alliance can leverage windows of opportunity to advance on an advocacy issue, using the example of NCDs-Vietnam and their advocacy campaign on the 2019 alcohol control law.