

TOOL 5

Worksheet for defining advocacy issues, goals, and objectives¹

Instructions

1) List your advocacy issue at the top of the table.

Example: *Advocacy Issue: Advocate for inclusion of specific NCD services that are currently left out in the UHC benefit package.*

2) Write your advocacy goal in the box in the table below.

Based on your advocacy issue identified above, establish a clear long-term goal and SMART (specific, measurable, attainable, realistic, and time-bound) objectives that will help guide your advocacy work from the beginning. The rest of your advocacy plan should then be designed to achieve your goal and objectives. When identifying your goal and objectives, keep the following question in mind: *"What are the policies you want to influence or actions you want to implement?"*

Your goal should be the long-term change you are trying to achieve; for example:

Goal: Prevent catastrophic health expenditure for people living with NCDs upon accessing the health services, medication and care they need in my country.

3) Now list your three main advocacy objectives and write them in the table below.

For each advocacy objective listed, use the Checklist provided in the third column to assess whether your objective is SMART. If needed, reformulate an objective to make it SMART.

Take time to decide on clear, specific objectives that are incremental steps towards the long-term goal. The effectiveness of your work will depend on how well-defined and specific they are. SMART objectives should be:

- Ambitious but realistic and achievable (this is vital for effectiveness, allowing you to build on success and maintain morale)
- Tailored to your own circumstances
- Progressive and innovative (be creative!)

SMART objectives examples:

- *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 adoption by the Ministry of Health of a new national and multi-year costed NCD Strategy with clear measurable objectives.*

¹ Adapted from: Stronger Health Advocates Greater Health Impacts, A workbook for policy advocacy strategy development, PATH, 2014. https://path.azureedge.net/media/documents/ER_app_workshop_workbook.pdf

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Your advocacy issue:

Your advocacy goal:

Your advocacy objectives

Checklist

1.

Specific	Did you clearly state what you want to accomplish?
Measurable	Are you able to track the change and monitor progress?
Attainable	Can this be accomplished in your timeframe?
Realistic	Is it possible at all?
Time-bound	When do you want to meet this objective?

2.

Specific	Did you clearly state what you want to accomplish?
Measurable	Are you able to track the change and monitor progress?
Attainable	Can this be accomplished in your timeframe?
Realistic	Is it possible at all?
Time-bound	When do you want to meet this objective?

3.

Specific	Did you clearly state what you want to accomplish?
Measurable	Are you able to track the change and monitor progress?
Attainable	Can this be accomplished in your timeframe?
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Time-bound	When do you want to meet this objective?