Example of Primary and Secondary Targets

Advocacy objective:
In a two-year period, enact legislation through the parliament to integrate NCD services into the national Health Insurance Scheme, to advance towards Universal Health Care (UHC).

Primary target:
Congresswoman XX, chair of the Health Committee

Secondary targets:
Members of the Health Committee and other parliamentarians; key decision-makers inside the Ministry of Health (especially the Health Insurance Scheme unit); members of government agencies in charge of budget allocations, etc.

Key questions to consider when researching policy audiences:
- Who are the decision-makers with influence or a direct say in your issue?
- What is their profile and main areas of work related to your policy issue?
- What are their strengths and weaknesses as advocacy targets?
- What degree of power do they have over your policy issue?
- Would you consider them allies, opponents or neutral?