

## 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?



**Tool 6**  
NCD Alliance's Advocacy Institute Pocket Guide on  
Political Mapping