

## TOOL 6

### Pocket guide on political mapping

#### NCD Alliance's Advocacy Institute Pocket Guide: POLITICAL MAPPING

##### WHAT?

Political mapping is a key component of a strategic advocacy campaign, which helps you identify policy audiences and targets and their level of power. These are the main stakeholders that can help you achieve your policy objective, or that have an influence over that objective.

**Who has the power to give what you want?**

##### PURPOSE?

Political mapping helps create a profile of policymaker targets, and their level of power, position, and interests that are relevant to your policy objective.

It helps you identify your champions and allies, and even your opponents. It provides information to select your advocacy tactics, and to develop and tailor effective advocacy messages. It is a dynamic mapping that needs to be revised and updated throughout your advocacy strategy, especially since targets' positions could change over time.

#### ANALYSIS OF ADVOCACY TARGETS

**It is necessary to identify primary targets (*key decision-makers*) and secondary targets (*influentials*):**

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##### PRIMARY TARGETS

Decision-makers (always a person!) with direct authority to decide the outcome of your advocacy objective. They are responsible for approving policy and legal changes, or resource allocations (e.g., Heads of State and Government, Ministries, parliamentarians).

##### SECONDARY TARGETS

Individuals or groups that influence the views, decisions, and actions of primary targets, and could be inside policy circles (e.g., advisers or fellow Ministers) or outside of these circles (e.g., First ladies, media, colleagues, relatives).

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#### POLITICAL MAPPING MATRIX

A basic classification of your primary and secondary targets includes:

Sector	Role	Power level	Position	Your level of influence over target
<ul style="list-style-type: none"> <li>• Public (Executive, Legislative, Judicial)</li> <li>• Social</li> <li>• Private</li> </ul>	<ul style="list-style-type: none"> <li>• Minister of Health</li> <li>• Congressmen</li> <li>• Media anchor</li> <li>• First Lady</li> <li>• Other: _____</li> </ul>	<ul style="list-style-type: none"> <li>• High</li> <li>• Medium</li> <li>• Low</li> </ul>	<ul style="list-style-type: none"> <li>• Opposition (high, medium, low)</li> <li>• Neutral</li> <li>• Support (high, medium, low)</li> </ul>	<ul style="list-style-type: none"> <li>• High</li> <li>• Medium</li> <li>• Low</li> </ul>

**Always think beyond the usual NCD and health stakeholders!**

#### Key political mapping questions:

- Who are the main political figures that influence your policy objective?
- What are their profiles and main activities/areas of work related to your policy objective?
- Can you identify their position and power over your policy objective?
- Can you identify their strengths and weaknesses as advocacy targets?
- Would you consider them as allies, opponents or neutral to your policy objective?

#### Political assessment matrix for an advocacy strategy

##### Instructions:

- For each objective in the advocacy plan, define your primary advocacy target. For each target, identify individuals or groups who can influence that target.
- If a key advocacy target is not directly accessible, it may be necessary to work through others (secondary targets) to reach the key decision-maker.
- Consider their position on your advocacy issue, their motivations and interests, and the content and format of the message required to persuade them.

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An extended political matrix can be as specific as needed, considering the following:

Name	Sector	Role	Academic background	Experience			Power level			Position			Other	Contact info
				Health	Political	Private sector	High	Medium	Low	Opposition (high, medium, low)	Neutral	Support (high, medium, low)		

*Other elements of the matrix could include: Familiarity with your organisation/alliances; Knowledge of your policy objective; Potential benefits and risks for your target if they support your policy objective.*