

List of resources

STEP 4

Advocacy tactics and messages

- **Click here** for the chart “**Audiences and Considerations**” from the World Health Organization’s publication, Stop the Global Epidemic of Chronic Disease, A Practical Guide to Successful Advocacy. ISBN 92 4 159446 2, ISBN 978 92 4 159446 2. Geneva: WHO; 2006, page 51.
- **Click here** for the chart “**WHO Messages That Can Be Tailored To Specific Audiences**” from the World Health Organization’s publication, Stop the Global Epidemic of Chronic Disease, A Practical Guide to Successful Advocacy. ISBN 92 4 159446 2, ISBN 978 92 4 159446 2. Geneva: WHO; 2006, page 52.
- **Click here** for the chart “**Potential Messengers for Specific Audiences**” from the World Health Organization’s publication, Stop the Global Epidemic of Chronic Disease, A Practical Guide to Successful Advocacy. ISBN 92 4 159446 2, ISBN 978 92 4 159446 2. Geneva: WHO; 2006, page 55.
- **Click here** for “**WHO Template for Deciding on Possible Methods of Advocacy**” from the World Health Organization’s publication, Cancer Control: Knowledge into Action: WHO Guide for Effective Programmes: Module 6: Policy and Advocacy. Geneva: World Health Organization; 2008, page 30.