

How-to-Guide

Step 4: Strategize Evidence Collection and Packaging to Influence Decision-Makers

Why this use step?

Identify, collect and effectively present the necessary evidence to influence key decision-makers in your health system, according to your change asks.

How this step strengthens your advocacy efforts:

Builds legitimacy: Provides guidance on how to package and present evidence at the right time to strengthen your advocacy efforts.

Drives meaningful change: Aligns your evidence with policy priorities, increasing the likelihood that your advocacy efforts will lead to action

Outputs

Practical guidance on identifying the most relevant evidence to strengthen your change requests

Evidence-based insights and best practices to help you effectively gather, interpret, and present evidence to the right decision-makers