

How-to-Guide

Step 5: Operationalize system insights & advocacy planning

Why this use step?

Get guidance on how to combine the insights of all previous modules and design powerful advocacy efforts step by step

How this step strengthens your advocacy efforts:

Structured and consistent approach:

Establishes a clear and organized approach that replaces ad hoc activities with a strategic plan

Promotes realistic and feasible

planning: Helps you align your campaign with available resources and conditions, strengthening both its feasibility and likelihood of success

Tailors messaging effectively: Enables you to adapt your communication to the priorities and interests of different stakeholders

Outputs

A comprehensive advocacy campaign with defined action steps and a clear timeline for execution

A visual representation of how insights from previous modules connect, designed to strengthen and advance your advocacy efforts

A step-by-step roadmap outlining the collaborations and support required to successfully drive your advocacy campaign forward