# HealthClimateActionGuide

## Process to Plan an Advocacy Campaign

1. **What Needs to Change?**
   - a. Identify the issue
   - b. Research your subject
   - c. Set a clear goal

2. **Who Do You Need to Influence?**
   - Identify your target

3. **How Do You Influence Decision-Makers?**
   - a. Create a well-defined message
   - b. Identify and build a core team of supporters and influencers
   - c. Choose the correct campaign tactic(s)
   - d. Establish a clear timeline for implementation

4. **Managing Risks**
   - a. Identify possible risks
   - b. Categorize them as low, medium and high, and discuss strategies to deal with them

5. **Monitoring Success**
   - Regular updates on the positive and negative impacts of the campaign