A PLAN FOR SYSTEMS CHANGE ADVOCACY

Developing Your Key Message

1. What is your issue? What is wrong that you want to see changed?

2. What 3 things do you think are important to include in your message to others about this issue. (Be to the point. Must fit on this paper.)
   1)  
   2)  
   3)  

3. What personal experience or story do you have to tell that shows why this issue is important and what should be done about it?
Developing Your Action Plan

4. What is your plan of action? What type of systems change advocacy will you try out after this training?

5. How might you use this message as part of your systems change advocacy?