

ADVOCACY WORKSHEET

This worksheet is designed to help you create your advocacy plan.

SECTION A: THE ISSUE

Write down what the issue is that you are facing. Remember to include only facts. Think about the history of the issue, any interactions with professionals, etc.

SECTION B: CLARIFY THE ISSUE

Think about the 2 or 3 most important parts of your issue. For example, "I could not get access to medication when I needed it", or "There weren't enough specialists for me to see one in a reasonable time".

SECTION C: DETERMINE YOUR GOALS

What do you want to achieve with your advocacy efforts? For example, "More rheumatologists in my region" or "Coverage of my medication by my provincial drug plan".

SECTION D: TELL YOUR STORY

Telling your story effectively means organizing your issue. Write down your experience in 100 words or less.

SECTION E: AUDIENCE

To whom do you want to tell your story? Make sure that your audience is someone able to assist you with your desired outcome. Include name, address, phone numbers and e-mail.

SECTION F: KEY MESSAGES

Write down your 2-3 key messages that will engage your audience. Key messages should be less than 25 words each!

SECTION G: REQUEST

State your "ask" – what is the one thing you are asking your audience to do for you?

SECTION H: NEXT STEPS

Summarize what you have promised to do, and what your audience has promised to do. Include timeline/deadlines if applicable.