

# ACTIVATING INFORMATION FOR ADVOCACY

## SO YOU HAVE A PROBLEM?

THINK

ABOUT THE PROBLEM

How do you know what the **CAUSES** and **EFFECTS** of the problem are?

**THINK** about **CAUSES** of the problem:

- WHO?
- WHAT?
- HOW?
- WHERE?
- WHY?

**THINK** about **EFFECTS** of the problem:

- WHO affected?
- HOW?
- WHERE?

SEEK

MORE INFORMATION ABOUT THE PROBLEM

What are the **KNOWN** facts?

What is **UNKNOWN**?

**HOW** can you find out more information?

- PLACES
- WAYS

TALK

ABOUT THE PROBLEM

1 Write up the **KNOWN** facts

2 **TEST** possible solutions:

- cost of each solution?
- good changes?
- bad changes?
- how will this solution work in the long-term?

3 Draft a **CALL TO ACTION** for the best solution:

- known facts
- key audiences
- key messages
- what you want to happen next
- proposed solution



PEOPLE

and organisations that can help you with the problem include:

- Individuals affected by the problem or a similar problem
- NGOs • Networks of NGOs • Experts
- Business Community
- Researchers • Educators

ACT

TO ADVOCATE FOR SOLUTION(S) TO THE PROBLEM

USE THE MEDIA

TAKE LEGAL ACTION

LOBBY PARLIAMENT

INVOLVE THE COMMUNITY