

PLANNING AN ABORTION ADVOCACY STRATEGY

Here's A Quick Guide To Planning An Effective Abortion Advocacy Strategy.

1

Identify the Advocacy Issue

The identified issue must relate to the overall project goal and have enough evidence that proves the problem.

2

Define the Advocacy Goal

The goal should speak to the expected change that should come as a result of a successful advocacy.

3

Coalition Building

This provides additional knowledge, ideas, influence, skills and resources.

4

Identify decision makers

This should also involve assessing the will, influence, awareness level and interest of the identified decision makers.

5

Identify the target audience

The target of your advocacy should be those mostly affected by the problem identified above.

6

Develop key messages

Your messages must be tailored to the unique needs of your audience and should not promote abortion-related stigma

7

Leverage the media

Use the media to spread accurate abortion-related information, raise awareness on your issue and to engage your audience.

8

Measure the success

Monitoring and evaluation bit is important as it helps measure the effectiveness and efficiency of the advocacy.

9

Report to the target audience

To build trust, always share your findings, progress and challenges with your target population.