

Module 16 - Advocacy and Strategic Communications Planning Grid (blank)

Behavioural and mentality changes required	Message		Distribution channels	Evaluation
	Take-away message	Supporting information		
Target Audience:				

Advocacy and Strategic Communications Planning Grid (sample strategies)

Behavioural and mentality changes required	Message		Distribution channels	Evaluation
	Take-away message	Supporting information		
Target Audience: "Netizens" (users of the Internet) on old-age pension				
To make young working people support and advocate for pension schemes	"Old-age pension is for everyone and not just for the elderly" "Let's pool the risk of growing old now"	Show a video clip of people investing coins and a tree growing larger	Communicate the message through the Internet (YouTube, gaming, music channels, apps, social networking). Link these channels to the registration website.	Evaluation parameters include number of likes, number of hits or visits, number of young people registered in the pension scheme.
Target Audience: Children on education				
To make children value education instead of child labour activities	"Education will make your dreams come true" "Primary education for everyone"	Transition from child workers and street children to dream jobs for children (e.g. pilot, doctor, scientist)	Communicate the message through television programmes for children, cartoons, songs; by distributing posters, flyers in schools; organising drawing and essay competitions, etc.	Evaluation mechanisms include surveys, while indicators include school attendance, dropout rates.
Target Audience: Women on the SPF				
To make women understand the importance of SPF and feel good to be part of it	"SPF protects you and your family in times of need"	An inspiring story of a happy family, and especially the female members, benefitting from social protection	Communicate the message through advertisements on morning television and breakfast shows, at shopping centres, in magazines and posters.	Evaluation indicators include number of people registered in social protection programmes.

Target Audience: Politicians on better healthcare services

To make politicians understand the need for universal healthcare coverage and the necessary legal framework.	“Good health, better workforce, higher productivity, greater economic growth” “Universal healthcare is affordable”	Information on financial resources required, evidence from the ABND and other studies, commitment of top politicians and donors	The message can be put under the policy of the political party, communicated through face-to-face discussions involving all stakeholders and civil society, through workshops in Parliament.	Evaluation can be done by checking if healthcare services and facilities have been effectively implemented.
--------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------