Advocacy Canvas



Advocacy ask

What policy change are you looking for?



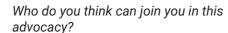
Be specific with your ask- what is the change that you are looking for?

Know about the scenario- what is hindering the change and what could be the possible way out?

Identify where your ask aligns with the government's broader priority. For example-UHC, National health policy.

Advocacy allies

Who can join you in your advocacy ask?



Think about eye health stakeholders responsible to provide services. (not just eye care centres/institutes/hospitals).

Advocacy messages

What would you say to influence or convince?

Think about the impact your advocacy ask can make on people's lives.

Why is it relevant to them?

Advocacy activity

What would you do to relay or deliver the message?

The ways to deliver an advocacy message would be different for different sets of stakeholders.

Think about whether your activity needs to be a public campaign, or a small workshop, or even a letter or meeting.

Advocacy impact

What impact will it bring and to whom?

Think about population subsets – i.e. children, people with specific eye conditions, workforce

Advocacy evidence

What key resources will you refer to develop advocacy messages?

Look for any research evidence, outcomes of trials, cost-effectiveness analysis etc.

Evidence could also be impact of policies from a similar settings.

Advocacy channels

How would you deliver the advocacy messages?

your message. For example, newspaper articles, videos, in-person events, social media, letters etc.



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Think about the best medium for delivering

Advocacy opportunity

What could be other parallel interventions along with the main activity?



Policy window

Are there any policy windows around? Grab them!



This could be observing and engaging with "World Sight Day, UHC Day, Children's Day" etc.

A policy window is a brief period where there is a change for policy change. This could be due to development of a new strategy, policy frameworks, budget reviews etc.