Advocacy Canvas

Pm Advocacy ask **Advocacy allies** Advocacy activity **Advocacy messages** What policy change are Who can join you in your What would you say to What would you do to relay you looking for? advocacy ask? influence or convince? or deliver the message? Be specific with your ask- what is the change The ways to deliver an advocacy message Who do you think can join you in this Think about the impact your advocacy ask that you are looking for? would be different for different sets of advocacy? can make on people's lives. stakeholders. Know about the scenario- what is hindering Think about eye health stakeholders Why is it relevant to them? the change and what could be the possible Think about whether your activity needs to be responsible to provide services. (not just eye care centres/institutes/hospitals). a public campaign, or a small workshop, or way out? even a letter or meeting. Identify where your ask aligns with the government's broader priority. For example-UHC, National health policy. **Advocacy evidence Advocacy channels** 国も What key resources will you refer How would you deliver the ц С to develop advocacy messages? advocacy messages? Look for any research evidence, outcomes of Think about the best medium for delivering trials, cost-effectiveness analysis etc. your message. For example, newspaper articles, videos, in-person events, social Evidence could also be impact of policies media, letters etc. from a similar settings.

Advocacy opportunity

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

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



Policy window

Are there any policy windows around? Grab them!

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.

The Advocacy Canvas is inspired by Alexander Osterwalder's Business Model Canvas.









What impact will it bring and to whom?

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

