

Professional Advocacy Planning Worksheet

Assess the Situation	Findings	Next Steps/Who is Responsible
<p>To Do: Determine who might help conduct the assessment. <i>Eventually you might want to establish an advocacy team, depending on the situation/goals.</i></p> <ul style="list-style-type: none"> • What are your school/district's current priorities and how are mental health services relevant? • What is the status of and perceptions regarding school-based interventions to address depression or other mental health issues? • What are the relevant school/district/state policies and legislation? • What data do you have to support your argument? • What data do you need? • Are there events or other opportunities that could act as a catalyst for moving this forward? 		
Define Benefits/Outcomes	How Will You Demonstrate Benefit?	Who Needs to Be Kept Informed?
<p>To Do: Establish clear objectives. <i>Base on assessment of needs, opportunities, and resources.</i></p> <ul style="list-style-type: none"> • What are your objectives (short- and long-term)? • What are the barriers to achieving your goals? • How will students benefit? • How will other stakeholders benefit? • Why should they care? • What data or research do you have? 		
Identify Relevant Stakeholders	Key Stakeholders and Decision Makers	Possible Supporters/Opponents
<p>To Do: Build relationships. <i>Start with areas of common ground and think long-term.</i></p> <ul style="list-style-type: none"> • Who are the key stakeholders you need to influence to meet your objectives (e.g. parents, principal, school board)? • Who are the key decision makers? • Who might/will support your efforts? • How will you reach out to them? • Who might oppose your efforts? • How will you prepare for their opposition? 		

Craft Key Messages	Key Messages	Supporting Points
<p>To Do: Identify 3 most critical arguments. <i>Make them simple; support them with data.</i></p> <ul style="list-style-type: none"> • Do you have data or scholarly research to support your arguments? • Who can help you “put a face” on this issue? • What personal experiences can be shared about the issue and why it needs to be resolved now? • How will you target your messages to your key audiences? • Are your messages adapted for your different stakeholder groups? 	<ol style="list-style-type: none"> 1. 2. 3. 	
Select and Implement Your Strategies	Strategy/Implementation Details	Person Responsible/Timelines
<p>To Do: Identify who needs to be in the loop. <i>Determine what information will be communicated and how, and specific roles and responsibilities.</i></p> <ul style="list-style-type: none"> • What strategies will be most effective with each stakeholder group? • How will you continue to engage your stakeholders and supporters? • What ongoing communication strategies will you use to strengthen your base of supporters and address concerns of your opponents? • What is your timeline for implementation? • What data do you need to collect during the implementation to demonstrate effectiveness? 	<ol style="list-style-type: none"> 1. 2. 3. 	
Evaluate Your Progress	Short Term Objectives	Long Term Objectives
<p>To Do: Incorporate ongoing evaluation into planning and implementation. <i>Regularly review progress and be prepared to adjust your efforts as you go based on effectiveness.</i></p> <ul style="list-style-type: none"> • What activities were effective in meeting your objectives? • What could be done differently? • Were your messages effective? • Have you reached out to all possible allies? • What is your follow up plan? <p>What resources are needed to move forward?</p>		