

## 4.4 Before You Launch an Advocacy Effort

The following checklist outlines key components for successfully launching an effective advocacy effort.

### CHECKLIST: LAUNCHING A SUCCESSFUL ADVOCACY EFFORT (1/2)

COMPONENT	ACTION
<b>1</b> Understand the state legislative process.	<input type="checkbox"/> Note key deadlines and timelines for introducing and passing bills. Note any specific legislative procedures. <b>* Resource:</b> National Conference of State Legislators' interactive <a href="#">map</a>
<b>2</b> Identify and understand the priorities of key decision-makers.	<input type="checkbox"/> Make a list of key stakeholders (e.g., state legislative committee leaders, healthcare officials, patient advocates, the pharmaceutical industry, members of state BOPs, pharmacy and medical associations). <b>* Resource:</b> USA.gov's <a href="#">Find and Contact Elected Officials Locator</a> <input type="checkbox"/> Build partnerships with members of your State BOP. <b>* Resource:</b> National Association of BOP's <a href="#">website</a> <input type="checkbox"/> Ask partners to describe their needs. <input type="checkbox"/> Create strategies aligned with partners' goals to increase the likelihood of success.
<b>3</b> Identify any unspoken agreements, industry-specific norms, or influential relationships between key stakeholders.	<input type="checkbox"/> Utilize knowledge from partners in state BOPs, pharmaceutical industries, pharmacy associations, and medical associations to better understand unspoken agreements, norms, or implicit understandings that may influence decisions.



## CHECKLIST: LAUNCHING A SUCCESSFUL ADVOCACY EFFORT (2/2)

COMPONENT	ACTION
<b>4</b> Identify and engage allied constituencies to support policy development.	<ul style="list-style-type: none"><li><input type="checkbox"/> Identify community-based LGBTQIA+, equality, and patient advocacy organizations.</li><li><input type="checkbox"/> Seek feedback and guidance from people with HIV.</li><li><input type="checkbox"/> Engage community-based mental health organizations.</li><li><input type="checkbox"/> Gather feedback from patient advocates.</li></ul>
<b>5</b> Be aware of any political sensitivities and history that may affect advocacy efforts.	<ul style="list-style-type: none"><li><input type="checkbox"/> Recognize any ideological or partisan concerns that may influence advocacy efforts and prepare to address them.</li><li><input type="checkbox"/> Understand historical context of the issue in the state. For instance, has the policy or related policies been discussed in recent years? What was the outcome and why? Apply learnings from past successes and failures to future plans.</li></ul>
<b>6</b> Identify and engage champions at the state level who can take your messages to their audiences and can advocate on behalf of your cause.	<ul style="list-style-type: none"><li><input type="checkbox"/> Make a list of people who can act as champions for HIV prevention (e.g., legislators, state BOP members, Medicaid directors, payors, patient advocates, pharmacy organizations).</li><li><input type="checkbox"/> Invite people with lived experiences with HIV to share their stories with decision-makers.</li></ul>
<b>7</b> Determine costs associated with HIV care and identify potential opportunities for cost and resource savings.	<ul style="list-style-type: none"><li><input type="checkbox"/> Access state- and community-level HIV data to better understand the costs of HIV in your community. (<a href="#">See Section 6 – Resources</a>)</li><li><input type="checkbox"/> Make a list of opportunities for resource savings (e.g., healthcare costs, workforce continuity).</li></ul>