

STEP 3 DEVELOP A STATE-LEVEL ADVOCACY STRATEGY

State-Level Advocacy Strategy Planning Document

This document outlines the state-level advocacy strategy for (Organization Name) _____

to address (Advocacy Issue) _____

The strategy is guided by available data, the engagement of diverse stakeholders, and the policy goal. It defines the desired outcomes of advocacy efforts, resource needs, key champions, plans for strategically engaging partners, a compelling vision, and assessing progress.

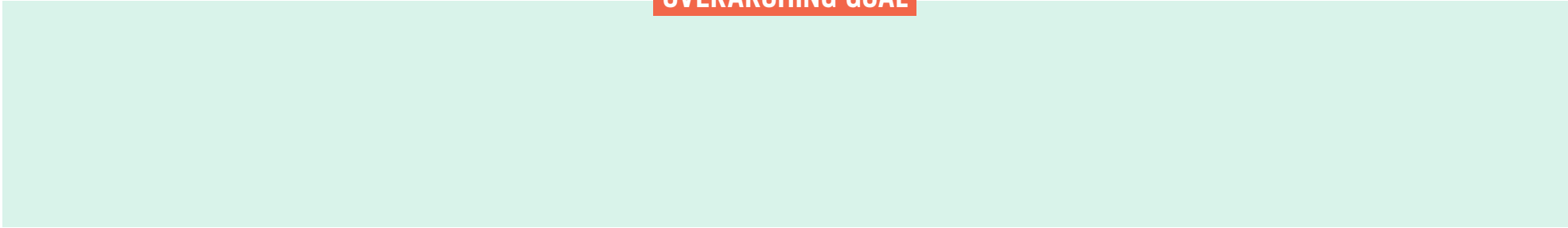
Part 1: Identify Overarching Goals and Objectives for State Level Advocacy Strategies

Instructions: Collaborate with identified advocacy partners with diverse expertise and perspectives to collectively define the overarching advocacy goal for expanding access to HIV prevention services in community pharmacies. Then, complete the table on the following page to outline specific objectives, strategies, resources, and success metrics for achieving this goal.



- 1 Define the overarching goal:**
Identify and define advocacy goals. What do you want to achieve to expand access to HIV prevention services in community pharmacies and by when? (E.g., increase access to HIV prevention services in community pharmacies by 2025.)
- 2 Break down the goal into objectives**
Identify smaller, measurable steps that will help achieve the overarching goal
- 3 Develop strategies for each objective:**
For each objective, outline specific actions that need to be taken.
- 4 Identify resources:**
Brainstorm the necessary resources (e.g., staff, funding, materials, data) required for each strategy.
- 5 Define success metrics:**
Craft clear and quantifiable indicators to track progress towards achieving each objective, including realistic timelines.

OVERARCHING GOAL



What objectives do we need to accomplish to achieve our goal?	What strategies do we need to complete to achieve the objective?	What resources do we need to be successful?	How will we know we have been successful and when do we expect to see results?
1			
2			
3			

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(continued)

What objectives do we need to accomplish to achieve our goal?	What strategies do we need to complete to achieve the objective?	What resources do we need to be successful?	How will we know we have been successful and when do we expect to see results?
4			
5			
6			
7			

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Part 2: Identify relevant data, champions, and resources

Now that you have identified your goals, objectives, and metrics of success, refine your strategy by adding more specificity. Define the data that are needed, identify the champions to be cultivated, and clarify the resources that are needed. Make sure to note the required budget and possible funding sources.

OBJECTIVES	What data do we need to make the case for achieving our goal? What does the data tell us about the HIV challenges and opportunities in our state?	What organizational champions are needed to achieve our goal? Do we anticipate challenges engaging the champions to assist in our effort?	What resources do we need to implement our strategy? What funding sources are available to support our effort?
1			
2			
3			

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(continued)

OBJECTIVES	What data do we need to make the case for achieving our goal? What does the data tell us about the HIV challenges and opportunities in our state?	What organizational champions are needed to achieve our goal? Do we anticipate challenges engaging the champions to assist in our effort?	What resources do we need to implement our strategy? What funding sources are available to support our effort?
4			
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