



Think of three basic steps in planning and implementing a **policy influencing strategy**.

1. **First**, consider what evidence you are working with and the **key message** it communicates. **What** is the story that you are trying to tell or communicate? If successful, what are the implications for policy change? What are the impacts on different actors and on institutions?

2. **Second**, consider the **audience** you are targeting. **Who**, in government and among opinion leaders, do you need to tell the message to and whose decisions do you need to influence?

Where are the supporters, entry points and policy opportunities for your proposals in a timely and focused manner? Where are your detractors? What expression of resistance you should take into account, listen and work on it?

3. **Third**, consider how to **promote** the message to the audience. **How** can the messages best be delivered? How should the message be packaged and put across? Who should deliver it and in what context? What alliances can you forge and organise? When is the best time for promotion?

As the policy influence progresses, objectives, messages, target audiences and promotion strategies may change, therefore should be closely monitored and reviewed, if possible improved.