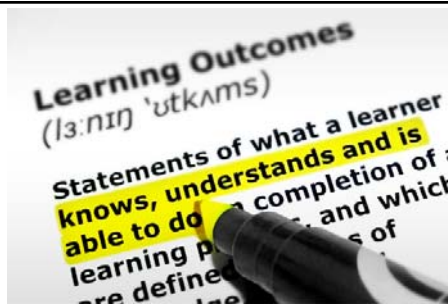


## Regional Course on Communication and Advocacy for Agricultural and Rural Statistics

20 – 24 April 2015  
Beijing, China

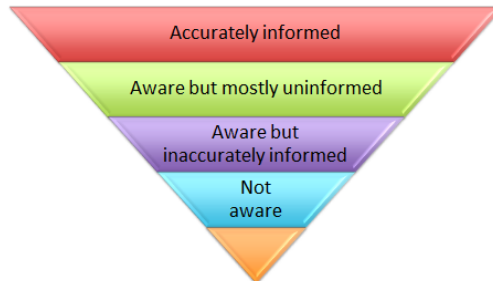
### Advocacy Strategy: Identify Decision- makers' Key Interests



- Evaluate awareness and position of key decision-makers
- Identify key interests of decision-makers as a means to persuade them to take action

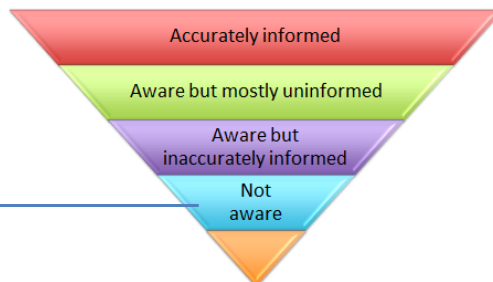


Level of Awareness about Your  
Advocacy Issue and Advocacy Goal



- Effective advocacy strategies are designed to meet your decision-makers where they are, and move them toward your viewpoint.
- The focus of your outreach will vary depending on the level of awareness.

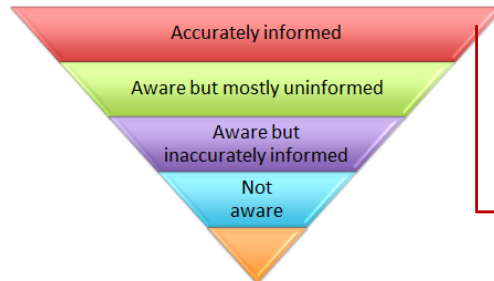
Level of Awareness about Your  
Advocacy Issue and Advocacy Goal



The focus of your outreach will vary depending on the level of awareness.

→ *Share information on the issue.* This is where effective communication and dissemination of statistics plays is needed.

## Level of Awareness about Your Advocacy Issue and Advocacy Goal



The focus of your outreach will vary depending on the level of awareness.

Build their will to act. Illustrate why the decision-maker should care about this issue.

## Position on Your Advocacy Goal



Opposed: Clearly against your viewpoint.

Non-mobilized: No opinion yet or undecided.

Low support: Won't oppose your goal but also not likely to be an active, visible promoter either. Generally supportive.

High support: Actively working or speaking out on behalf of your goal as a visible and vocal champion to make a change.

*Research to accurately understand a decision-maker's position.*

## Your Action



Opposed: *Mostly*, inform.

Non-mobilized: Do outreach to persuade.

Low support: Do outreach to persuade.

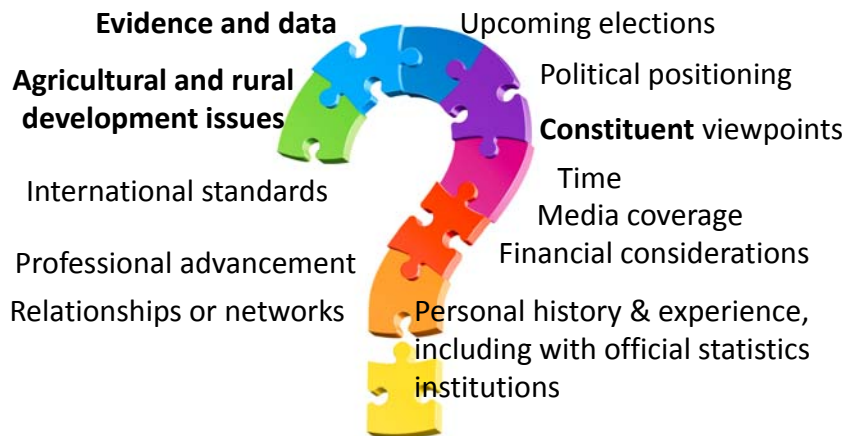
High support: No need to persuade or advocate to, but maintain relationships.

## Persuasion: Understanding What Your Decision-Maker Cares About



What will likely shape their opinion or response to your advocacy goal??

## Persuasion: What are their key interests?



Practice Persuading  
**GETTING SORTED**

Group Exercise: Identifying Decision-Makers & their Key Interests

**UNDERSTANDING DECISION-  
MAKERS & THEIR KEY INTERESTS**