

Communication and Advocacy for Research Transparency Workbook

Adapted from [Advocating Open Access – a toolkit for librarians and research support staff](#) by [JISC](#) and [A Workshop Curriculum on Policy Advocacy Strategy Development](#) by [PATH](#).

Choose an advocacy issue.

What is the main problem you wish to address?

- Write 2 sentences describing a problem you care about:

Assess + prioritize potential advocacy issues

| | Root cause #1 | | | Root cause #2 | | | Root cause #3 | | |
|---|---------------|-----|------|---------------|-----|------|-----------------------|-----|------|
| Identify 3 root causes that lead to your problem. | | | | | | | | | |
| | Yes | No | | Yes | No | | Yes | No | |
| Can a policy change improve this root cause? | | | | | | | | | |
| Do you have experience with this root cause? | | | | | | | | | |
| Can a policy change happen in 3 years? | | | | | | | | | |
| Assess your root cause for: | Low | Med | High | Low | Med | High | Low | Med | High |
| Clarity | | | | | | | | | |
| Specificity | | | | | | | | | |
| Evidence-base | | | | | | | | | |
| Partnership potential | | | | | | | | | |
| Political will | | | | | | | | | |
| Risk | | | | | | | | | |
| Impact | | | | | | | | | |
| Based on your assessment, pick a root cause to address through advocacy. This is your advocacy issue! | | | | | | | My advocacy issue is: | | |

Choose an advocacy goal.

- My advocacy issue is:

Brainstorm 3 possible solutions to your issue.

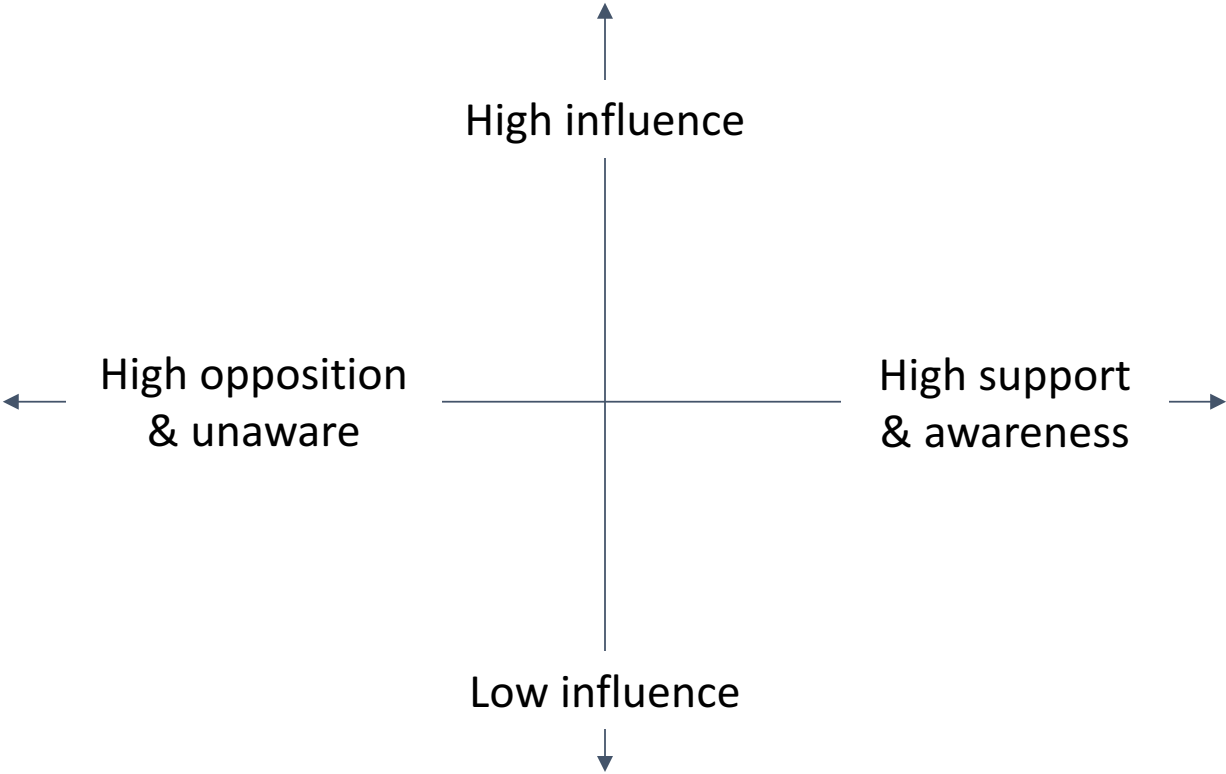
| | Solution #1 | | | Solution #2 | | | Solution #3 | | |
|--|-------------|-----|------|-------------|-----|------|-------------|-----|------|
| What: What is the big change you would like to see? | | | | | | | | | |
| How: What is the action a decision-maker can take to improve your issue? | | | | | | | | | |
| Who: What is the decision-making institution or individual with the power to take that action? | | | | | | | | | |
| When: What time frame is best for your action to be a success? | | | | | | | | | |
| Assess each solution for: | Low | Med | High | Low | Med | High | Low | Med | High |
| Clarity | | | | | | | | | |
| Specificity | | | | | | | | | |
| Evidence-base | | | | | | | | | |
| Partnership potential | | | | | | | | | |
| Political will | | | | | | | | | |
| Risk | | | | | | | | | |
| Impact | | | | | | | | | |
| Based on your assessment, pick a goal & write an advocacy goal statement: | | | | | | | | | |
| <div> <div>_____ will _____ to ensure _____ by _____ .</div> <div>WhoHowWhatWhen</div> </div> | | | | | | | | | |

Identifying influencers.

Brainstorm decision-makers and influencers.

| Category of decision-makers | Specific decision-makers | Category of influencers | Specific influencers |
|-----------------------------|--------------------------|-------------------------|----------------------|
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Plot the influence vs. position of your influencers as they relate to your advocacy goal.



Identifying opponents + partners.

Brainstorm likely opposition and mitigation options.

| Individuals or groups who oppose advocacy goal. | Reason for opposition. | Influence on decision-makers. | | | Ways to mitigate their influence. |
|---|------------------------|-------------------------------|-----|------|-----------------------------------|
| | | Low | Med | High | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |

Brainstorm advocacy partners.

| Individuals or groups who complement your team. | Strategic reasons to partner. | Potential risks to partnership. | Ways you might collaborate. |
|---|-------------------------------|---------------------------------|-----------------------------|
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Create an advocacy plan.

Define 3 SMART advocacy objectives. Objectives are the specific actions and steps you want decision-makers or influencers to take in support of your advocacy goal.

| Advocacy objective. | Specific? | Measureable? | Achievable? | Realistic? | Timeframe? |
|---------------------|-----------|--------------|-------------|------------|------------|
| | | | | | |
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Create an advocacy plan.

Begin with a logical framework.

| Objective # 1 | Verifiable indicators. | Means of verification. | Critical assumptions. |
|---------------|------------------------|------------------------|-----------------------|
| Objective | | | |
| Outcome | | | |
| Outputs | | | |
| Activities | | | |
| Objective # 2 | Verifiable indicators. | Means of verification. | Critical assumptions. |
| Objective | | | |
| Outcome | | | |
| Outputs | | | |
| Activities | | | |
| Objective # 3 | Verifiable indicators. | Means of verification. | Critical assumptions. |
| Objective | | | |
| Outcome | | | |
| Outputs | | | |
| Activities | | | |

Create compelling messages.

Identify 4 communication objectives related to your activities and advocacy objectives.

| Communication objective | Audience | Interests & motivation | Needs | Awareness | Support | Priority | Misconceptions |
|-------------------------|----------|------------------------|-------|-----------|---------|----------|----------------|
| 1 | | | | | | | |
| 2 | | | | | | | |
| 3 | | | | | | | |

For each objective and audience, frame and tailor information in a way that will resonate and motivate.

| | What is the problem? | Why should the audience care? | What is the solution? | What do you want this audience to do? |
|---|----------------------|-------------------------------|-----------------------|---------------------------------------|
| 1 | | | | |
| 2 | | | | |
| 3 | | | | |

Consolidate into one key message per objective and audience. Identify a messenger with high expertise and high influence on your audience.

| | Message | Timing | Channel | Messenger |
|---|---------|--------|---------|-----------|
| 1 | | | | |
| 2 | | | | |
| 3 | | | | |