

Open Access Week

Activism and Advocacy

Checklist



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| <input type="checkbox"/> Determine what action you want to take to support Open | <input type="checkbox"/> Develop short, simple messaging with positive framing |
| <input type="checkbox"/> Determine a specific goal you want to achieve that will affect change | <input type="checkbox"/> Create a to-do list ahead of your actions |
| <input type="checkbox"/> Identify who your existing partners are to join your actions | <input type="checkbox"/> Contact news organizations ahead of time to promote your action |
| <input type="checkbox"/> Identify targeted audience | <input type="checkbox"/> Confirm with partners their responsibilities |
| <input type="checkbox"/> Develop an action plan / strategy for achieving the action | <input type="checkbox"/> Track progress (e.g. take photographs, track petition signatures, get quotes from participants) |
| <input type="checkbox"/> Pinpoint who is the right messenger, best venue to communicate, and right time to take action | <input type="checkbox"/> Share report or presentation with colleagues and stakeholders |