

FRAMING YOUR ISSUES and DEVELOPING YOUR MESSAGES WORKSHEET

ISSUES: *(Write down your issue from your Advocacy Worksheet)*

- 1.
- 2.
- 3.

GOALS: *(Write down what you are looking to achieve with your advocacy efforts)*

AUDIENCE'S AGENDA: *(Write down key points about what, if any, action has been taken by your audience on your issue and goal, or interest they have shown. Take note of any policies your audience has about your issue and goal, e.g. your provincial government has a policy to reduce wait times for hip and knee surgeries by 2014)*

KEY MESSAGES: *(Write down your key messages. Remember, your key messages should be 25 words or less)*

- 1.
- 2.
- 3.

PUT IT TOGETHER: *(Write down how your goal fits in to your audience's agenda, i.e. how taking action on your goal will provide a "win" OR how your goal supports a change that your audience wants OR how your goal is part of your audience's mandate)*