

A.C.T.I.O.N. STRATEGY

A ASSESS

Assess the issue: Clearly define the challenge or issue and its impact on the community. Ask yourself what do we want to change?

T TARGET STAKEHOLDERS

Target: Identify key stakeholders and decision-makers. Who are the primary stakeholders, e.g., cancer patients, survivors, caregivers, healthcare providers, policymakers, and community leaders. Ask yourself, who can give us what we want?

N NAVIGATE PROGRESS & IMPACT

Navigate progress and impact: Continuously monitor, measure, and analyse the campaign's progress, adjusting strategies to maximize impact and effectiveness. How do we tell if it's working?

I INSPIRED MESSAGING

Inspire through messaging: Develop compelling messaging to communicate the need for change. What do people need to hear?

C CLEAR OBJECTIVES

Clear Objectives: Set specific and measurable campaign objectives. What are the specific goals of the cancer advocacy campaign? For example, increasing cancer screening rates, improving access to treatment, or raising awareness about early detection.

O ORGANISE

Organise: Outline advocacy tactics and actions to achieve objectives. How do we begin? What specific awareness campaigns or educational events can be organised to inform the community about cancer prevention and early detection? How can you engage local healthcare providers to promote cancer screenings and ensure timely diagnosis? How will you utilise social media and online platforms to engage a broader audience and drive action? What strategies can be employed to influence policymakers?