Advocacy Messaging
A primer in message crafting

Messaging is an important aspect of advocacy. Your message, regardless of medium, needs to be concise, accurate, consistent and evidence-based. Message crafting is a skill that takes practice and repetition to master. In this worksheet you will be given some guidance on crafting your messaging to meet your advocacy needs.

Crafting your advocacy messaging

Your messaging needs to track with the goals of your advocacy campaign. It should also appeal to hearts and minds. As you build your advocacy narrative and go from raising awareness of your issue to implementing a policy solution your messaging should shift accordingly.

<table>
<thead>
<tr>
<th>Public Awareness</th>
<th>Issue Urgency</th>
<th>Call for Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>This is the “WHAT”. What is the issue/problem that you are addressing? What is at stake? Examples include: • Important statistics • Current state of events and who is affected</td>
<td>This is the “WHY”. Why is this issue important? Why is change urgently needed? Examples include: • Testimonials • Survivor stories • Global success stories • Potential solutions</td>
<td>This is the “ask”/call to action. How are we going to affect change? Remind your audience what is at stake. Examples include: • Calls for policy change • Global best practices • Engaging with key decision makers</td>
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What is the issue

Why change is urgently needed

Advocate for a policy solution

Following are four additional strategies or thought processes to consider when crafting a message:

1. Open with a statement that engages your audience: Make a statement that gets your audiences’ attention right away. Think about what might motivate them to act. Use a dramatic fact or statistic to frame the urgency of the issue.
2. Present and describe the problem, who it affects and what is at stake.
3. Provide facts and data about the problem. Data is an important element to demonstrate that a problem exists and to support your position. Ensure your data is evidence-based as you don’t want to lose credibility with your audience.
4. Make your request (the ask) or call to action: clearly state what you want (your policy objective).
Craft your message

Below is an example of some messaging on helmet use

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<td>In Uganda, 63 percent of motorcycle riders are not properly wearing a helmet, which results in approximately 1,600 deaths per year.</td>
<td>Every hour we lose another motorcyclist to a road crash in Uganda. Using a motorcycle helmet correctly can lead to an estimated 42% reduction in risk of fatal injuries and a 69% reduction in risk of non-fatal head injuries.</td>
<td>The authorities in Uganda must enforce helmet usage regularly and policymakers need to make it mandatory that all riders must wear a helmet in order to reduce the number of injuries and lives taken every year.</td>
</tr>
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</table>

Practice crafting your message below regarding a specific policy objective you are advocating for.