



## HOW TO IMPLEMENT A SOUND ADVOCACY STRATEGY?

### Policy opportunities

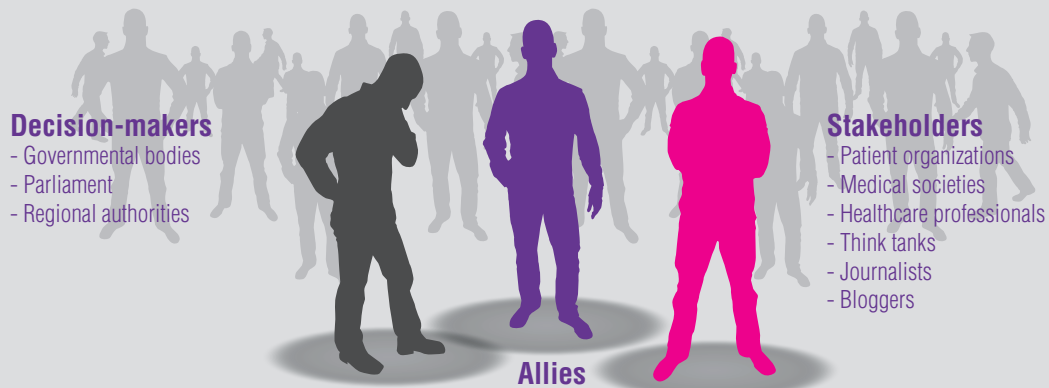
- Cancer plans
- Medical guidelines
- Pancreatic cancer registries
- Health bills
- Research

### SCOUT OUT THE SITUATION

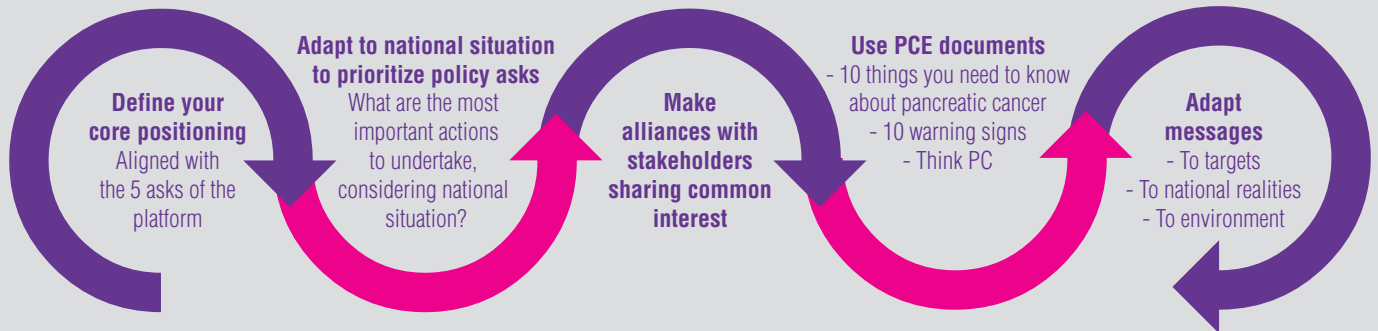
### Political opportunities

- World pancreatic cancer day
- World cancer day
- Parliamentary study groups/interest groups
- National elections

### IDENTIFY DECISION-MAKERS, STAKEHOLDERS AND ALLIES



### BUILD YOUR POSITIONING & FORMULATE POLICY ASKS



### SPREAD YOUR MESSAGES AND RAISE AWARENESS

#### Public

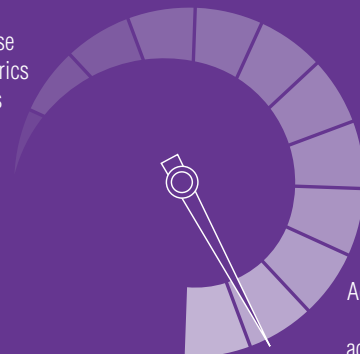
- Media
- Social media
- Public events
- Publications

#### Institutional

- Parliamentary hearings
- Committees
- Legislative proposals
- Amendments

### ASSESS YOUR IMPACT & MONITOR

Define precise goals and metrics for success



Stay attentive to your environment and monitor the developments of your strategy

Adjust your strategy accordingly