

## Running an Advocacy Campaign to change School Policy: Sample Strategy Chart

Goals	Organizational Considerations	Allies and Opponents	Target(s)	Tactics
<p><u>Long-Term (broader than this campaign)</u></p> <p>Institutionalizing student participation</p> <p>Policy regularly strengthened</p> <p>Public disclosures, full transparency</p> <hr/> <p><u>Intermediate (this campaign)</u></p> <p>Achieve an institutional commitment to policy reform</p> <p>Policy strengthened to "A" level.</p> <p>Involvement of hospitals in policy reform</p> <p>Student participation in policy reform</p> <hr/> <p><u>Short Term (steps towards intermediate)</u></p> <p>Develop messaging</p> <p>Meet with and assess leadership</p> <p>Engage, educate and activate community</p> <p>Assess alliances with others</p>	<p><u>Resources (expenses)</u></p> <p>People and people hours</p> <p>Production resources for event advertising</p> <p>Event support</p> <p>Materials for meetings/ discussions/ dissemination</p> <hr/> <p><u>Organizational Gains (income)</u></p> <p>Broad list of student, faculty and other supporters</p> <hr/> <p><u>Problems to solve</u></p>	<p><u>Constituents (your membership)</u></p> <p>Medical Students</p> <hr/> <p><u>Allies (not your membership)</u></p> <p>Medical school faculty</p> <p>Residents</p> <p>Hospital clinicians</p> <p>State legislators</p> <p>Non Profits (e.g. the Prescription Project)</p> <p>Patients</p> <hr/> <p><u>Opponents</u></p> <p>Faculty with substantial industry relationships (usually researchers)</p> <p>Residents who like their free lunch</p> <p>Industry representatives</p>	<p>Dean of Medical School</p> <p>Other school leadership (such as chair of policy development committee, if one exists)</p>	<p>Letter to Dean</p> <p>Hold student meeting</p> <p>Use Grand Rounds and other opportunities to educate</p> <p>Meet with and assess leadership</p> <p>Meet with Dean</p> <p>Hold community event</p> <p>Media hits (Articles, op eds, letters to editor)</p> <p>Media Events</p> <p><b>A note on tactics:</b> Be sure to direct your energy and resources into tactics that you think will help push your target to embrace your campaign.</p>