**My Advocacy Plan**Based on the knowledge gained from the Advocacy Toolkit, please identify an advocacy topic relevant to you and complete the table below (dot-point form is fine). *Please send you completed Advocacy Plan to* [campaigns@world-stroke.org](mailto:campaigns@world-stroke.org).

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| 1. What do we want? (goals and objectives) |
| 1. Who can give it to us? (key decision makers) |
| 1. What do they need to hear? (messages) |
| 1. Who do they need to hear it from? (influencers, coalitions, alliances) |
| 1. How do we get them to hear it? (delivery) |
| 1. What have we got? (resources; strengths) |
| 1. What do we need to develop? (challenges; gaps) |
| 1. How do we begin? (first steps) |
| 1. How will we know it’s working, or not working? (evaluation) |