



Action plan

Objective	Activity	Indicator	Target	Date	Responsibility

Below is a sample, filled action planning matrix. Note how there can be multiple activities under each objective, and multiple indicators for each activity.

Sample action plan

Objective	Activity	Indicator	Target	Date	Responsibility
Obtain public pledges of commitment to malaria elimination from 100 members of parliament by January 2020.	Organize a parliamentary workshop about the Zero Malaria Starts with Me campaign	Workshop attendees	200	May 2019	National Malaria Control Programme Policy Director
		Public pledges following the workshop	100	May 2019	
	Meet with parliamentarians to encourage them to become champions for the campaign	Meetings with parliamentarians	10	June 2019	National Malaria Control Programme Policy Director
Increase national use of long-lasting insecticidal nets (LLINs) in malaria-endemic areas to 80% by January 2020	Launch radio advertisement campaign encouraging LLIN use	Radio advertisements transmitted	1000	May 2019	Partner non-governmental organization (NGO) Behaviour Change Communication Lead
	Promote LLIN use at school workshops led by community champions	School workshops held	100	June 2019	Partner NGO Behaviour Change Communication Lead

Message development

When you engage partners, stakeholders, decision-makers, and the public, you will need to agree on key messages that answer the question: **What is your campaign about?**

A good message is simple and easy to understand. Avoid all acronyms and steer clear of jargon (LLINs, vector control, ACTs, etc.). You want your message to resonate with people and make them care about your issue. A useful format could be to start with a description of the campaign, then use a key piece of evidence about the problem, and finish with your campaign's goal.

For instance: "Zero Malaria Starts with Me is a campaign for a malaria-free Africa. Malaria is entirely preventable and treatable, yet still kills a child every two minutes. With your help, we can end the disease for good."

Once you have developed a few general messages to describe your goals, think about how you can adapt, or frame, the message for different audiences. Many of the stakeholders you will need to engage have other priorities and interests besides malaria. When interacting with them, you will want to make the campaign as relevant as possible to their work. What do they care the most about? Then, be

sure to include the specific action you will need them to talk to support the campaign. This style of messaging is often called an “elevator pitch.” Imagine you find yourself in an elevator with someone who can support your campaign. You need to convince them to join you in under 30 seconds to get their attention.

For instance, if you are meeting with a mining company that could become a partner, you could say: “Zero Malaria Starts with Me is building a coalition to end malaria in our country. Malaria causes suffering, hurts families, and makes it harder for people to work. This hurts everyone in our country, even your business. Help us eliminate malaria, we need your support for next year’s bed net distribution to reach as many people as we can.”

Besides the message itself, think of how it can be delivered for maximum effect. Some audiences may be very interested in the issue and willing to read a one-page or two-page brief about your work. Most people simply are not interested enough and are better reached through short paragraphs or single sentences. Your message could be incorporated into speeches, presentations, documents, social media, or any format that will reach your audience.

Sometimes, the messenger is just as important as the message itself. If you have a spokesperson with a strong reputation and influence among the target audience, consider having them deliver the message.

Message development checklist

- Simple and easy to understand
- No jargon
- Positive, inspiring tone
- Focus on the solution
- Evidence-based
- Includes a call to action
- Tailored to the recipient’s interests
- Delivered in an appropriate format
- Delivered by the right messenger

Be especially careful with how your message comes across. If you focus too much on the problem, it can seem too difficult, depressing, and even hopeless. Also, be careful with any images you use. People prefer to look at happy people making their lives better than people who are suffering. Use a positive tone, and partners will want to be a part of the solution!

Resource and need identification

Now that you have an action plan, think about what it will take to get there. Do you have the money, skills, and influence you need to achieve your goals? In the following tool, brainstorm some of the advantages you have for each category, and then think about some challenges, or what you lack.

Resource and need identification tool

	Advantages	Challenges	Next Steps
Human resources			
Financial resources			
Partners			
Relationships			
Reputation			

Adapted from: WaterAid 'The Advocacy Sourcebook' (2007) London