

Policy Change Strategy Chart

Goals	Allies/Opponents	Targets	Tactics
<p>1. What policy change related to children and trauma do you think is needed?</p> <p>2. What kind of policy initiative is needed for this change to occur?</p> <p>3. Identify the long-term objective(s) of your policy initiative.</p> <p>4. Identify the intermediate goal(s) for your policy initiative.</p> <p>5. What constitutes a victory?</p> <p>6. What short-term or partial victories can you win as steps toward your long-term goal?</p> <p>7. What preparation might you need to launch this policy initiative?</p>	<p>1. Who cares about the issues enough to join in or help you?</p> <ul style="list-style-type: none"> • Whose problem is it? • What do they gain if you win? • What risks are they taking? • What power do they have over the target? • Into what groups are they organized? <p>2. Who are your opponents?</p> <ul style="list-style-type: none"> • What is the reason for their opposition? • What will your victory cost them? • What will they do/spend to oppose you? • How strong are they? 	<p>1. Primary targets (always a person, never an institution or elected body)</p> <ul style="list-style-type: none"> • Who has the power to give you what you want? • What power do you have over them? <p>2. Secondary targets</p> <ul style="list-style-type: none"> • Who has influence over the people with the power to give you what you want? • What power do you have over those with influence? 	<p>1. For each target, list the tactics that you can use to make your power felt.</p> <p>Tactics include:</p> <ul style="list-style-type: none"> • Individual communication (e.g., visits, telephone calls, letters, e-mails) • Participation in association or organizational education or advocacy events • Speak to media about policy issues related to the changes that are needed • Hearings/Briefings (attend; present) • Demonstrations/Rallies (lead; participate) • Town hall meetings (attend; ask questions) • Share information via social media

This chart is a modified version of the Midwest Academy Strategy Chart