|  |  |  |
| --- | --- | --- |
| **Name:** | | |
| What is the **Issue**? (Problem)  *Define the Issue* | |  |
|  |
|  |
|  |
| **Who** does it concern?  *(Self, others, both)* | q | Self |
| q | Others - list |
|  |
| q | Both |
| What is the **current situation**?  *What is happening right now?* | |  |
|  |
|  |
|  |
| Are there any **common misconceptions** about the issue? | |  |
|  |
| **Solution** | | |
| What do I want to do about it? What is the **solution**? | q |  |
| q |  |
| q |  |
| q |  |
| What is the **impact & consequences** of the solution? *List?* | q |  |
| q |  |
| q |  |
| q |  |
| List the **decision maker/s** responsible for the Solution | q |  |
| q |  |
| q |  |
| What is/are my **key message/s**?  *Do you have one key message or a few?* | q |  |
| q |  |
| q |  |
| What are the barriers to my solution? | q |  |
| q |  |
| q |  |

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| **Process** | | | **List References** | | |
| Do I need to **collaborate** with someone / an organisation? Who? | | q | Medical supporter | q | Collaborators |
| q | Political supporter | q | Patient Group |
| q | Industry supporter | q | Medical Group |
| q | Media supporter | q | Support Group |
| Who are the **key people** I need to involve? | | q | Patient group CEO | q | HC Professionals |
| q | Patient group members | q | Organisations |
| q | Patients | q | Local Council |
| q | Carer | q | Local Govt |
| q | Family / Friends | q | State Govt |
| q | Journalist | q | Fed Health Minister |
| q | Influencer | q |  |
| **Evidence** | | | | | |
| Do I have relevant **facts/research/ data/policies/** **information** to back me up? *(evidence)* | **FACTS** | q |  | | |
|  | q |  | | |
|  | q |  | | |
|  | q |  | | |
|  | q |  | | |
| **RESEARCH** | q |  | | |
|  | q |  | | |
|  | q |  | | |
|  | q |  | | |
|  | q |  | | |
|  | q |  | | |
| **POLICIES** | q |  | | |
|  | q |  | | |
|  | q |  | | |
|  | q |  | | |
|  | q |  | | |
| **OTHER** | q |  | | |
|  | q |  | | |
|  | q |  | | |

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| **Communication** | | | | | |
| What **communication tools** do I need? | **Verbal** | q | Meetings / Consultations | q | Stories |
| q | Roundtable discussions | q | Phone calls |
| q | Focus groups | q | Radio |
| q | Interviews | q | Rally |
| q |  | q |  |
| **Written** - gather your written documents together in a folder or dossier | q | Health Folder | q | Pamphlets |
| q | Medical reports | q | Booklets |
| q | Facts | q | Position Statement |
| q | Statistics | q | Call to action |
| q | Observation reports | q | Policies |
| q | Infographics | q | Articles |
| q | Patient Stories | q | Abstracts |
| q | Guidelines & Recommendations | q | Letters of support |
| q | White papers / research papers | q | Newsletters |
| q | Letters to Govt representatives | q | Charts |
| q | Templates | q | Document reviews |
| q | Posters | q | Case studies |
| q | Surveys | q | Petitions |
| q |  | q |  |
| **Media** | q | Media release | q | Youtube |
| q | Newspapers | q | Website information |
| q | Presentations | q | Social media |
| q | Webinars | q | E-Newsletter |
| q | Podcasts | q | TV interview |
| q | Magazines | q | Celebrity interview |
| q |  | q |  |
| PUT YOUR PLAN OF ACTION TOGETHER AND YOU ARE READY TO GO! | | | | | |

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| **Steps** | **Plan of Action** | **Outcome** | **Review** |
| **1** |  |  |  |
| **2** |  |  |  |
| **3** |  |  |  |
| **4** |  |  |  |
| **5** |  |  |  |
| **6** |  |  |  |
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| **8** |  |  |  |
| **9** |  |  |  |
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| **12** |  |  |  |

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