|  |
| --- |
| **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! |

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

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