



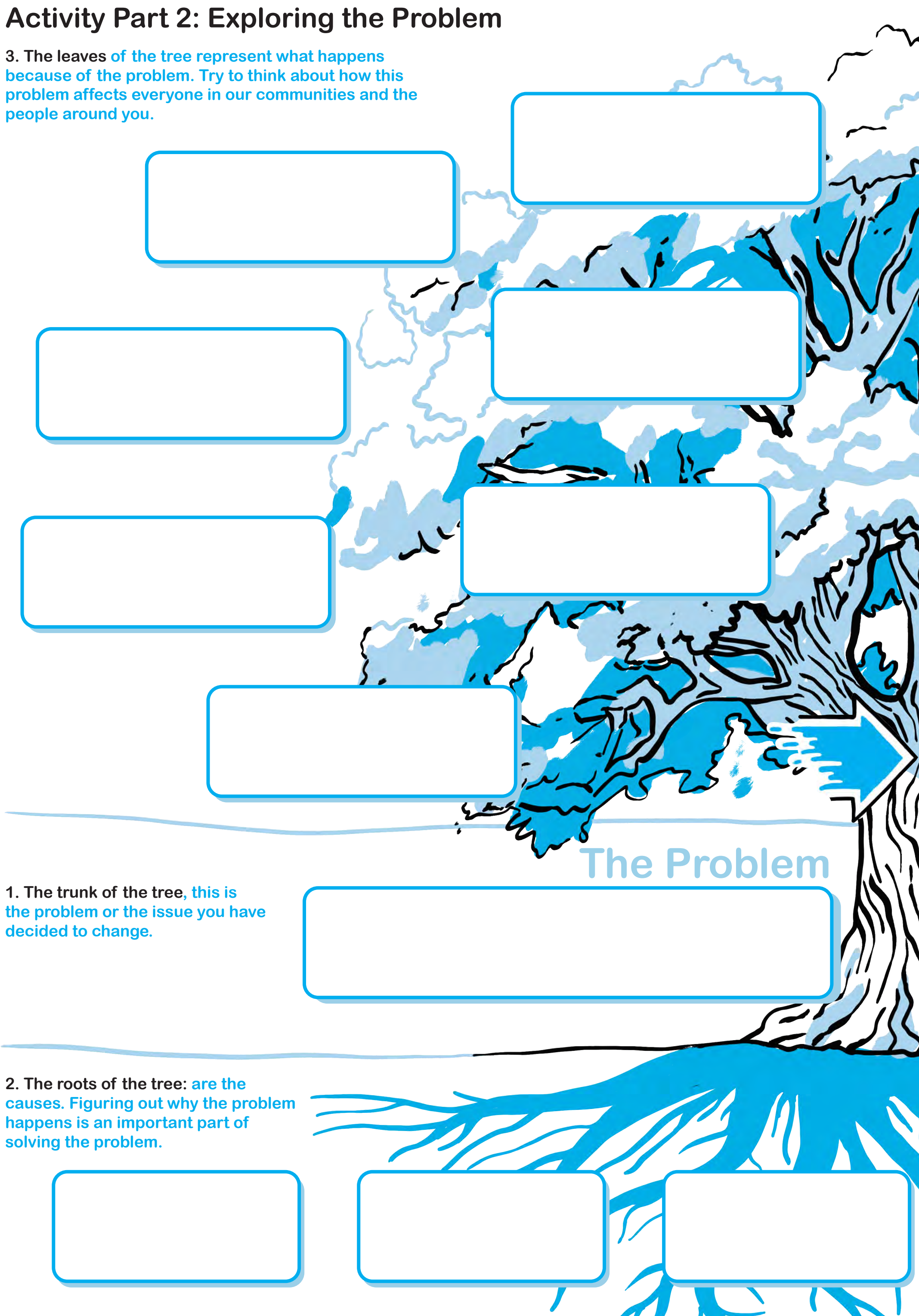
Across Wales, in parks or playgrounds, at home, in your school, online, in your neighbourhood, in the city centre, around the world.

Activity part 1: What's the problem?

What would improve the lives of children? What is important to you? What needs to change?

Activity Part 2: Exploring the Problem

3. The leaves of the tree represent what happens because of the problem. Try to think about how this problem affects everyone in our communities and the people around you.



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[Empty box for notes on the middle branches]

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The Problem

1. The trunk of the tree, this is the problem or the issue you have decided to change.

[Empty box for notes on the trunk]

2. The roots of the tree: are the causes. Figuring out why the problem happens is an important part of solving the problem.

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Activity Part 3: How can we make it better?

3. The leaves of the tree now represent all the good things that come from your new vision. What might the benefits be for you, your family, Cardiff or the world?



Vision of change

1. trunk of the tree, change your problem into a vision for the future. What would it look like in a perfect world?

2. The roots of the tree, is there a way we can change the causes into positive things that help fix the problem.



ADVOCACY PLAN

What needs to change?
The problem:

What do you want to happen?
Our vision:

What steps do we need to take?
Objectives:

1.
2.
3.

Who has the power? Who can make it happen?
Targets:

1.
2.
3.

What can we say to convince them?
Key messages for each target:

1.
2.
3.

What does the public need to know?
General key message:

ADVOCACY PLAN

What do we need to do?

Tactics:

TO DO	BY WHOM	BY WHEN

Who else can help us make it happen?

Influencers and key supporters

- 1.
- 2.
- 3.

What are the risks and challenges?

- 1.
- 2.
- 3.

How will we manage the risks and challenges?

- 1.
- 2.
- 3.

What will success look like?

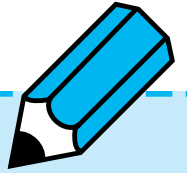
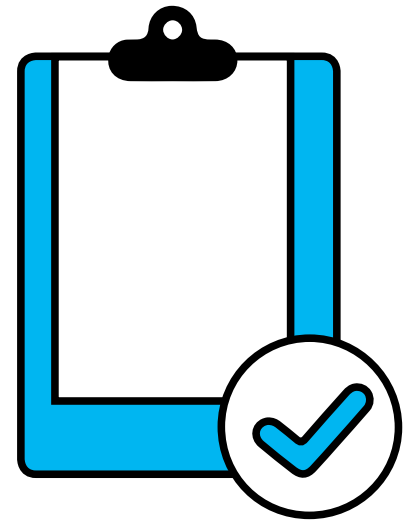
4 EVALUATE

Evaluation and monitoring

How did you get on?

It can take time for you to start seeing results so monitoring your campaign will help you collect evidence about whether change is happening and how it might be bringing you closer to your vision.

Evaluating your campaign at the end will help you figure out what worked, what to change and remind you to celebrate the successes!



<p>1. What did you want to happen?</p>	<p>2. What actually happened?</p>	<p>3. What worked?</p>	<p>4. How do we know? (Evidence)</p>
<p>5. What didn't work?</p>	<p>6. What can we change next time?</p>	<p>7. What don't we know?</p>	<p>8. How can we find out?</p>