

Identifying a Government Issue Worksheet

In doing advocacy, it is important to identify the main issue that you are advocating for, provide at least one way to address the issue, and give those reading your work a way to help, in other words, a call-to-action. When communicating your story to government relations, you need to go more in-depth with these three things. Doing this ensures that the issue and its solutions are in fact within the scope of the person or government body you are contacting and that they are the right avenue to approach.

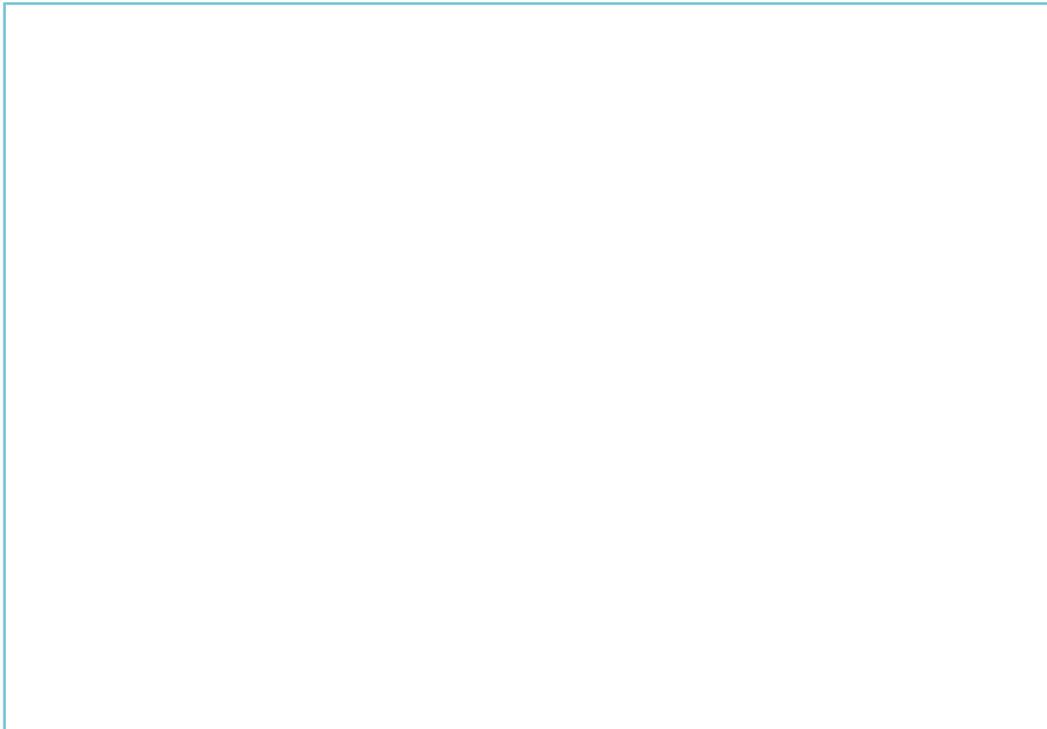
In this worksheet, we outline how to identify and ensure that your issue is within the scope of the government. If you are unable to answer a lot of these questions, then your story should be shared via a different avenue.

Problem

What is the actual need for breast cancer patients and how is it not being met by the current policy or program?

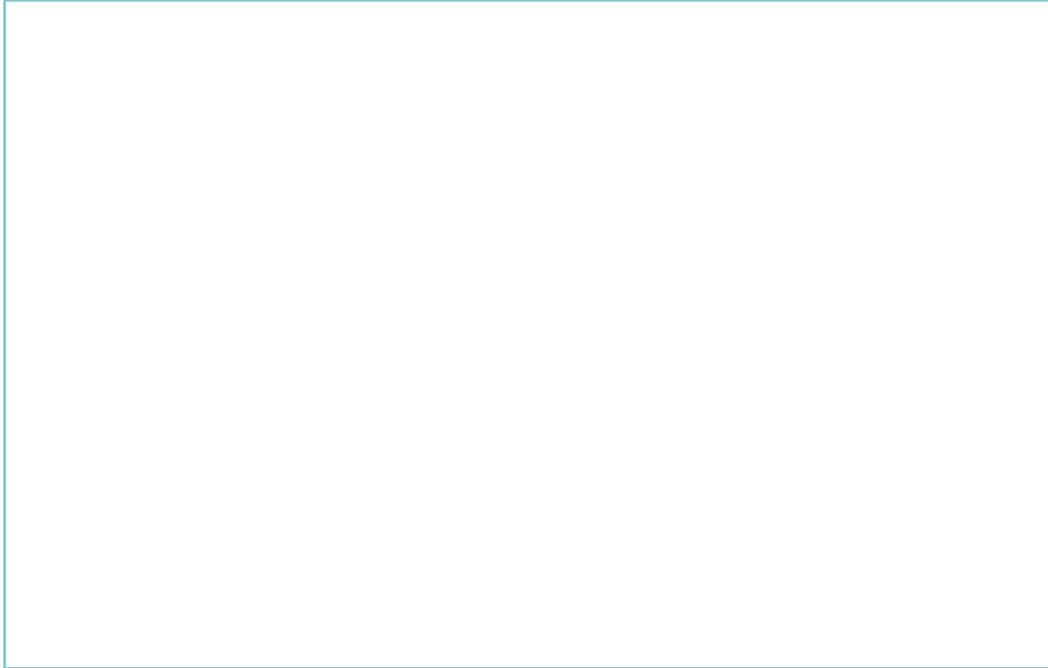
Needs Assessment

- What is the need?
- What has external research identified as the need?
- Who is affected by the problem?
- What is the impact on their lives?
- What is the impact on the people around them?
- What is the impact on social and economic structures, such as the economy, use of government and non-profit services, etc.



Environmental Scan

- Who is the program or policy currently benefiting, and who is being excluded?
- What aspects of your life are remaining stable or are improving, and which are not?
- What other options and resources, if any, do you have to fill the gap?

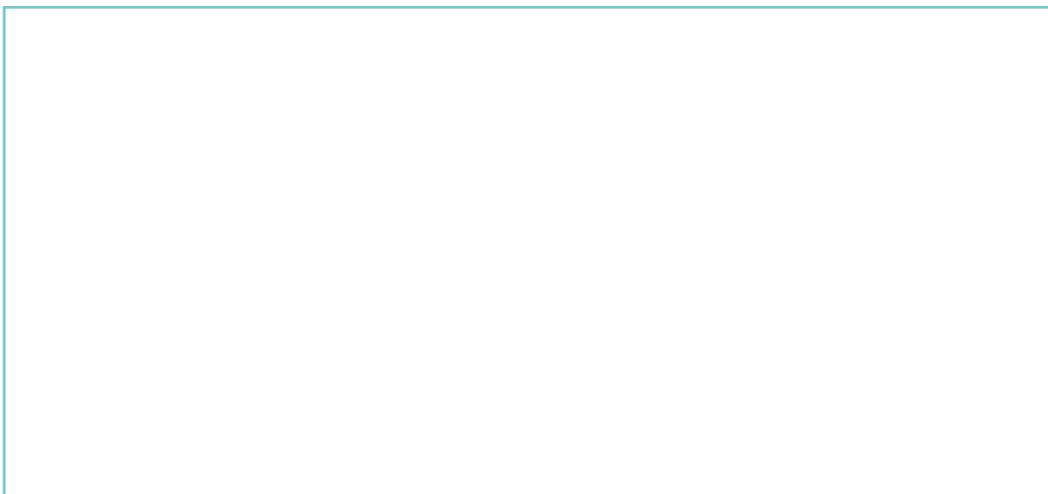


Solution

What needs to happen to reduce or eliminate the gap between what is needed by breast cancer patients, and what is available? Are there existing models, best practices or successes that can be replicated or expanded?

Policy

- What changes need to be made to the existing policy or program to make it more equitable and responsive to actual need?



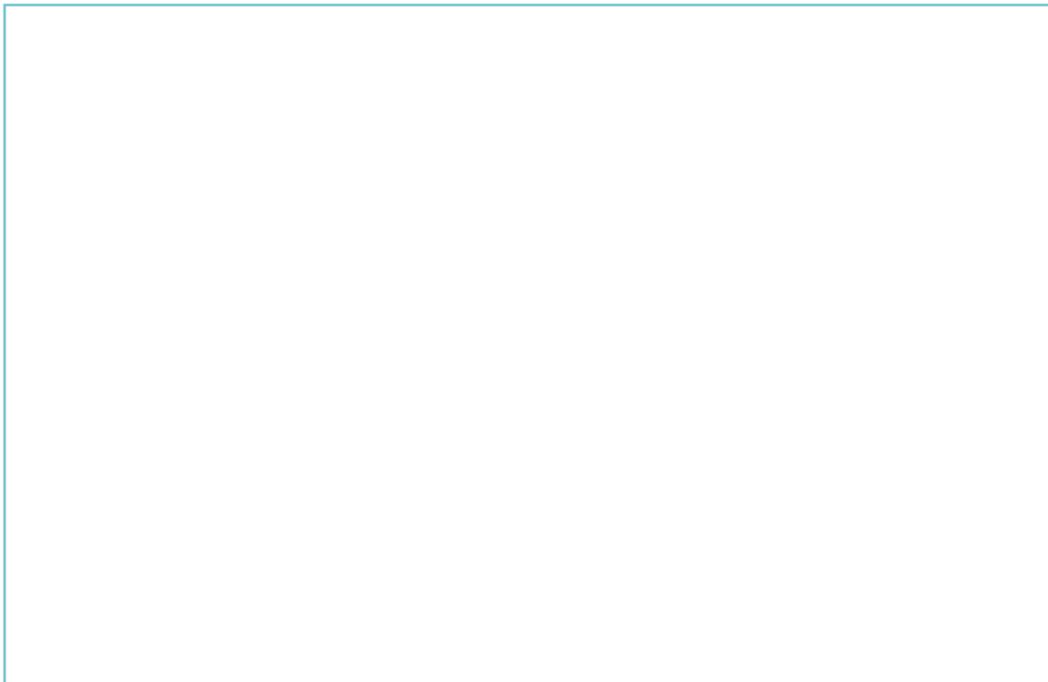
Access

- What are the structural, economic, and social and other barriers that are preventing some people from accessing, or benefitting from a policy or program?
- How could changes to administration and delivery make it more responsive to actual need?



Awareness

- How would strategies to better communicate, or raise the profile, of an existing policy or program make it more effective in reaching those that it needs to reach?



Targets

Who are the people that have the authority and/or jurisdiction that can make changes?
Who are the people that can advocate for, or influence others to make changes?

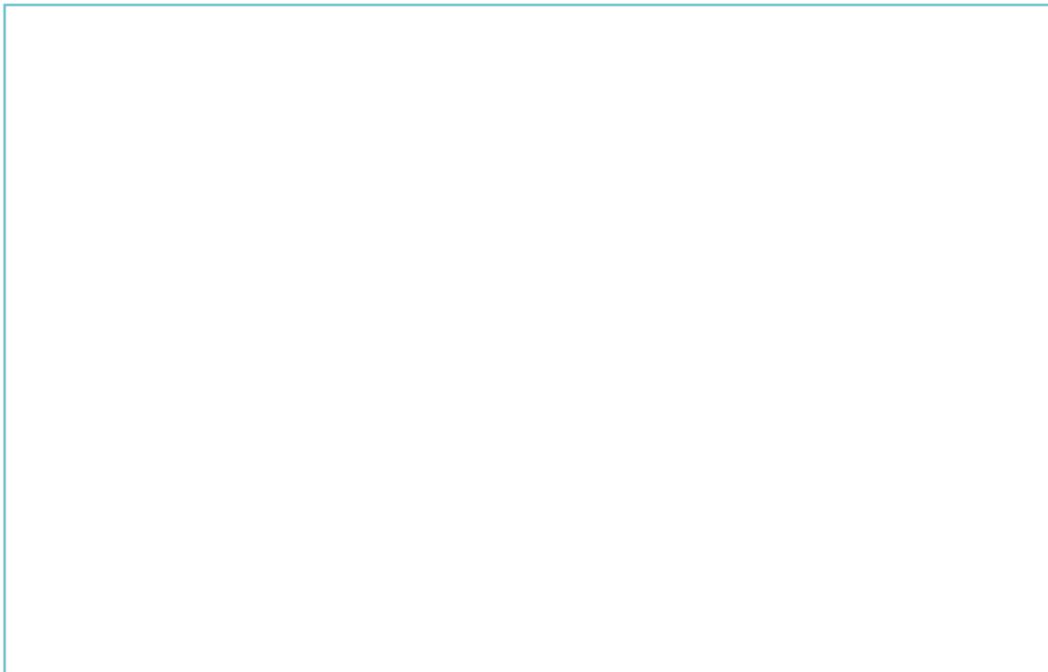
Bureaucratic

- Who is involved in program planning and administration?
- Who can be an ally for internal change?



MPs, MPPs and Senators

- Who are the elected officials representing the individual constituents that are experiencing the need?
- What government committees are involved in program/policy planning and priority setting?
- Who is already familiar with the issues?
- Who needs an introduction to the issues?
- Who are the gatekeepers that you need to engage as allies (legislative assistants and other staffers)?



Outcome

What are the tangible, measurable changes that will result from the proposed solutions?

Personal/Individual

- How will the life of an individual and his or her family improve because of this proposed change?



Systemic/Institutional

- How will economic or institutional systems (governmental and non-governmental) improve because of this proposed change?
- What opportunities for savings are there?

