

## FORMULATE SMART GOALS

Formulate SMART Advocacy Goals will be critical to guide your advocacy efforts in support of strengthened routine immunisation.

### ➔ Identify your Advocacy Goal(s)

Your gap analysis helped you identify the change that is needed to improve immunisation outcomes. Use the ASK(S) identified in your gap analysis and turn it/them into SMART Goal(s) with the help of the following template and questions.

### ➔ Start by asking yourself these questions

Start by answering the **WHO**, **WHAT**, **WHERE**, and **WHEN** sections with the help of the related questions listed below:

**WHO:** Whom am I targeting? Who will make the change? Identify your target audience.

Answer:

**WHAT:** What do I want the target audience to do? What am I asking for? Describe what your ask is.

Answer:

**WHERE:** Where do I want to see the change occur? Identify the location.

Answer:

**WHEN:** By when do I want the change to occur? Establish a time frame. You can choose to identify short-term or long term goals.

Answer:

# advocacy for immunisation

## ➔ Instructions

Combine all the 4 pieces to formulate your SMART immunisation-related advocacy goal following the example provided in the table. Remember that your advocacy goal(s) will help you achieve your vision and need to be **SMART**: **S** (Specific), **M** (Measurable), **A** (Achievable), **R** (Relevant/Result-oriented), **T** (Time-bound).

