



Advocacy Worksheet: Defining a Policy Issue

Before the Coalition can assess whether or not to take action on a policy issue, we need to define the policy problem or issue.

Key Questions for Defining a Policy Issue or Problem

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| Does the campaign have a time frame for beginning and ending? | |
| Is this part of a series of broader public policy issues? Are we concentrating on just one specific piece or the larger issue? | |
| What does data from the field tell us? What additional research do we need? | |
| What organizations, if any, are currently or have previously worked on this policy issue? Who are the "motive forces?" | |
| What are the primary strategies for how to build power and push the policy issue forward? | |
| What is the desired outcome and how can it be measured? What defines success? | |
| Is the policy solution: judicial, administrative, executive branch, or legislative? Or a combination? | |