



## CRITERIA FOR CHOOSING A CHAMPION

Based on your champion map, choose a few potential champions and work through the below checklist.

**ADVOCACY OBJECTIVE:**

**TARGET AUDIENCE:**

**REASON FOR ENGAGING CHAMPION:**

CRITERIA	POTENTIAL CHAMPION 1	POTENTIAL CHAMPION 2	POTENTIAL CHAMPION 3
<b>NAME AND POSITION:</b>			
<b>LEVEL OF INFLUENCE AND ENGAGEMENT</b>			
What is the potential champion's current level of influence with target audience or over the desired policy change — low, medium or high?			
What is the potential champion's current level of engagement with the policy issue — awareness, will or action?			
If already highly engaged in the policy issue ("action"), what is the potential champion's current involvement?			
What are the relevant partnerships, networks and associations of the potential champion?			
<b>DEGREE OF ALIGNMENT</b>			
What is the potential champion's alignment with your vision for change?			
Has the potential champion been vetted for value misalignments and possible risks?			
What is your current relationship with the potential champion — brand new, know somewhat, or know well?			
<b>INTEREST AND CAPACITY</b>			
What is the potential champion's current capacity — none, some, or expert? Please assess each category.			
a. Technical knowledge	a.	a.	a.
b. Advocacy skills	b.	b.	b.
c. Communication skills	c.	c.	c.
What are the potential champion's other obligations and do they have an ability to prioritize this role and a long-term relationship?			
Do you have the resources (human and financial) needed to support the potential champion?			
Is the potential champion interested in being involved in advocacy related to newborn health — no interest, some interest, or high interest?			
Is the potential champion interested in partnering with you — yes, no, or maybe?			
Is this role beneficial for the potential champion — yes, no, or maybe? How?			
Other considerations (please list on separate sheet if needed):			



## CHAMPION TRACKING SHEET: SNL SUPPORT AND INTERACTION

A simple Excel workbook can help SNL track how it is interacting with or supporting a champion. On one worksheet, SNL can capture the relevant advocacy objectives, the date, its support and interaction with the champion (e.g., recruitment meeting, information exchange, provision of data or research results, invitation to a forum, provision of training, etc.; see *SECTION 6* for additional ideas for supporting champions), the intended benefit (or the need to which the support or interaction responds) and actual benefits of the support or interaction.

This Champion Tracking Sheet should be updated whenever SNL interacts with a champion, since waiting risks limited or inaccurate recall. This should be a simple activity that requires minimal time.

Reflecting on this information during staff or strategy meetings can help SNL determine how to continue to nurture the champions with whom it works. This includes helping all staff who are working with one champion coordinate and collectively keep track of their work with that champion, perhaps by maintaining this tool on a shared drive and updating it on a frequent basis.

### SNL'S SUPPORT AND INTERACTION WITH CHAMPION I

CHAMPION:

RELEVANT ADVOCACY OBJECTIVE(S):

DATE	NATURE OF SNL'S SUPPORT OR INTERACTION	INTENDED BENEFIT OF SUPPORT OR INTERACTION	ACTUAL BENEFIT OF SUPPORT OR INTERACTION



## CHAMPION ENGAGEMENT OPPORTUNITY ASSESSMENT TOOL

*There are a wide range of activities that champions may be engaged in. Use this tool to help assess each engagement opportunity to ensure that it is strategic and aligned with current capacity.*

**ADVOCACY OBJECTIVE:**

**TARGET AUDIENCE:**

**CHAMPION:**

What is the engagement opportunity?

What is the timeframe?

What is the added value of involving the champion, and how will it impact the target audience (and ultimately advocacy objective)?

Who else is involved (individuals or groups)?

What level of effort will be required of the champion? Does he or she have the capacity to undertake this task?

What support will the champion need and what is the level of effort required to meet that need? Do you have the capacity to provide the support?

If an agreement or contract exists, is the engagement aligned?

Will the engagement increase the influence of the champion, and if so, how?

How else will the engagement benefit the champion?



## CHAMPION TRACKING SHEET: CHAMPION ACTIVITIES AND INTERIM OUTCOMES

SNL and the champion can use a second worksheet in the **Champion Tracking Sheet** to track champion activities and interim outcomes, including the following information: relevant advocacy objective(s), the date, champion's activity, anticipated and actual interim outcomes, evidence of the champion's influence, and any comments. Reflection on this information can help SNL and a champion determine if they are on the right track, as well as what activities might be needed next in order to further advance toward other interim outcomes.

This **Champion Tracking Sheet** should be updated whenever a champion takes an action, since waiting risks limited or inaccurate recall. Listing a champion's activities should be a simple activity that requires minimal time. However, when SNL and/or a champion claims to have influenced an interim outcome, SNL and the champion will want to discuss the evidence backing this claim, and capture it briefly in the spreadsheet.

### CHAMPION'S ACTIVITIES AND INTERIM OUTCOMES

CHAMPION:

RELEVANT ADVOCACY OBJECTIVE:

DATE	CHAMPION'S ACTIVITY	ANTICIPATED INTERIM OUTCOME	ACTUAL INTERIM OUTCOME	EVIDENCE OF CHAMPION'S INFLUENCE	COMMENTS

## SNL Advocacy Matrix

ADVOCACY ISSUE	RATIONALE	ADVOCACY OBJECTIVE: EXPECTED OUTCOME/RESULT	HIGHLIGHT OF ACTIVITIES AND TACTICS	TARGETS	CHAMPIONS	POTENTIAL PARTNERS AND/OR MESSENGERS	DATE TO BE COMPLETED/ DATES OF NOTE
<p>What is the problem we want to address?</p> <p>What is the advocacy gap?</p>	<p>Does the problem relate to a lack of policy, or is it a gap in implementation?</p> <p>Which practices need to change?</p> <p>What is blocking necessary changes?</p>	<p>What is the specific change that we want to see as a result of our advocacy efforts?</p> <p>Who needs to do what by when?</p>	<p>What are the specific things that SNL can do to address the advocacy issue (e.g., media campaigns, public speaking, publishing evidence, meeting with officials, opinion pieces)? (Responsible person noted in parentheses.)</p>	<p>Who are the key individuals in a position to bring about changes?</p> <p>Who has the power?</p>	<p>Who can serve as champions to raise public awareness and/or directly influence the targets?</p>	<p>Who else has influence on your targets within our sphere of influence?</p>	<p>Are there any key dates or windows of opportunity to consider?</p>