

SETTING A POLICY GOAL

Setting objectives

- When the issue on which you wish to advocate and the associated power relations have been researched and the analysis stage is complete, you can then draw up specific advocacy objectives, to define exactly what you want to happen and by when.

Set a policy goal

- Like any other program or project, advocacy initiatives require clear and specific goals. When goals are poorly articulated or vague, they can be interpreted differently and people may never agree whether or not they were met.
- In simplest terms, goals are the specification of what an advocacy initiative should accomplish. Goals for an advocacy initiative need to be **SMART**: specific, measurable, achievable, realistic and time-bound.
- They should clearly state **what** will change, **who** will make that change, by **how much**, and by **when**.

- **SMART advocacy objectives**

To convince xx (particular person or office) at the Ministry of Education to adopt a national hygiene promotion programme as part of the yy curriculum for primary and secondary school-age children by the start of school year zz

- In the next year, to increase funding for sanitation provision in the 5 poorest districts by 50%

- **Not SMART advocacy objectives**

To promote the use of sanitation services among poor communities

- To promote hygiene education in schools

Impact goal

- The final or ***impact goal*** of an advocacy initiative is no different than a goal for any other program or project. Ultimately, changes in policy should translate into positive changes in people's lives, reducing poverty and discrimination.
- Policy change is not the final goal of your initiative; it is a step that should lead to improvements in people's quality of life. Impact or final goals should always refer to the problem you want to address, and clearly state what changes in people's well-being are expected as a result of your efforts.

Policy goals

- Policy goals state the changes that policy makers need to carry out which will, ultimately, benefit people's lives.
- As a result of your advocacy efforts, policy makers are expected to either develop, set in place, approve, change, or ensure enactment of a policy. You are asking them to take very specific actions.

- Since policy goals should include the policy makers who are expected to create, change or enact a policy, it is important to avoid goals that do not include the ***who***.

Policy issue	Lack of environmental policies controlling industrial pollution of rivers
Primary audience	Minister of the Environment
Secondary audiences	Business leaders community representatives
Impact goal	By June 2005, child and infant mortality rates in Macondo will decrease by 15 percent
policy goal	By June 2003, Ministry of the Environment will approve and enforce an environmental policy that effectively controls the disposal of industrial waste in rivers.