Immunisation Advocacy
Worksheet

Shared vision:  

Advocacy goal:  

Objective #1:  

Objective #2:  

Objective #3:  

Target audience(s) (eg. local government, ministries of health, private industry):  

Potential barriers:  

SMART Goal & Objectives
Specific
Measurable
Achievable
Realistic
Time-bound
# Advocacy Strategy Development

**Advocacy goal:**  

**Objective #1:**  

<table>
<thead>
<tr>
<th>Activity</th>
<th>Who’s responsible</th>
<th>Timing (by when?)</th>
<th>Other support needed (resources, support, partners)?</th>
<th>Desired Outcome</th>
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