



# HOW TO RUN ADVOCACY CAMPAIGNS

There are always lots of issues to raise awareness of, particularly in regard to access to medicines and neglected diseases. To find out more about MSF Access Campaign's current projects, visit their website: <http://www.msfaccess.org/>

Step-by-step guide:

- 1** **Select an issue that you care about.** Be sure to run your selected issue past HQ before proceeding. They can advise you as to whether it is a good choice and may be able to provide additional information or materials to help you. Remember that you are ambassadors for MSF, so HQ must be aware of and in agreement with your plans. Any negative media about what you do could have repercussions on the wider organization.
- 2** **Set an objective.** What do you want to achieve? Maybe you want to get people to sign a petition or help them better understand a polarizing issue (i.e. migration in Europe). Maybe you want to debunk myths in the media or highlight a particular injustice faced by a certain population.
- 3** **Decide on your target audience.** Whose opinions do you want to change? Be creative and find a medium of expression that will work with that demographic. You can make posters, set up a guerilla campaign, organize a month of events to raise awareness about a particular issue (e.g. film screenings, a speaker event or debate, fundraisers and games, all in one month), or hold a photo exhibition (we can provide images for this).

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**4** **Think unconventionally.** Sometimes it's best to spread awareness using word of mouth or by inviting a renowned speaker in to give a talk on that issue. Handing out flyers can also be effective.

**5** **Identify which networks to use.** If it's a refugee issue, for example, see if there's a human rights group on campus. Liaise with them and amplify your message. Ask them to spread the word in their networks and expand your audience.

**6** **Decide how to measure success.** Sometimes it's best to keep your goals simple and achievable. Make sure that your committee and all your members know these goals so that they can unite behind them, and keep them updated on your progress.



**7** **Publicize what you are doing.** Use your social media channels to promote the campaign and keep people updated. Take lots of photos and share them with supporters and us here at HQ.

