****

**Child-friendly Accountability Toolbox – Module 16, p. 164**

**Developing an Advocacy Message**

|  |  |  |
| --- | --- | --- |
| **Outline** | **Content** | **Input** |
| Opening statement (call to action) (broad message - no details) | What action is required? |  |
| When should the action be taken? |  |
| Who should take the action? |  |
| Problem statement | Why is the action necessary? How will it improve protection for children? (This is your central argument) |  |
| Supporting evidence (with sources) | What evidence shows the need for action? (Refer to collected information) |  |
| Case study (optional) | Examples |  |
| Impact of the action | What impact will the action have on child protection? |  |
| Conclusion (call to action) (details on required action) | What action is required? |  |
| When should the action be taken? |  |
| Who should take the action? |  |