

ADVOCACY INSTITUTE

MAKING SOCIAL JUSTICE LEADERSHIP STRATEGIC, EFFECTIVE, AND SUSTAINABLE

Identify an Issue's Life Cycle Stage and the Next Steps for Advocates

Stage	Characteristics	Next Steps	Actions to Take
Birth	A new demand, issue, idea, or proposal takes form. It is not yet recognized by others.	Build support to advance the idea.	<ul style="list-style-type: none"> Define the issue, as well as its impact on people and communities Raise the issue through protest or other ways to exert pressure
Childhood	The issue or idea begins to acquire networks of support.	Nurture the issue or idea.	<ul style="list-style-type: none"> Move "from protest to politics": engage in public argument and generate possible solutions Build alliances Work with the media Analyze policy alternatives
Adolescence	The issue or idea advances through the early stages of decision-making. It takes on more importance and legitimacy, gaining champions within influential institutions and among some key decision makers. Others begin to contribute ideas about different paths to the desired result.	Focus the discussion in ways that aren't divisive, but rather advance the issue towards a decision.	<ul style="list-style-type: none"> Work inside the corridors of power to negotiate compromises with decision makers Exert steady pressure from outside to maintain political will to take action
Adulthood	The issue reaches a resolute decision.	Plan in detail for a sufficient workability.	<ul style="list-style-type: none"> Analyze the budget to make sure the final solution has the commitment and resources needed to be effective
Maturity	The idea is implemented.	Monitor and evaluate actions for effectiveness.	<ul style="list-style-type: none"> Work closely with constituents to monitor the solution's impact Generate data and give feedback to decision makers
Renewal	Implementation is evaluated further.	Improve implementation and search for broader applicability.	<ul style="list-style-type: none"> Review progress and determine the next action steps