



American Heart Association



Voices for Healthy Kids is not a typical funder. We are also a partner. We work closely with our grantees by providing robust coaching, technical assistance, training and support to help you achieve your public policy win. Guidance and resources provided will focus on the Power Prism® tool. As part of the application process, we ask all potential grantees to submit the following campaign plan. These plans are living documents that allow campaigns to be strategic throughout planning, implementation and evaluation of a campaign. Using this guiding format allows Voices for Healthy Kids to provide the best support possible to your work.

Voices for Healthy Kids uses the Power Prism® as a tool for advocacy planning, execution, and evaluation. This campaign planning form is structured around the Power Prism®.

Power-building for advocacy, equity, and sustainability

Originally developed in 2001, the Power Prism® is all about learning to make it easier for decision-makers to give you what you want because it keeps you focused on the key decision-makers at each step in the advocacy process.



The Power Prism® is built on six "power tools" of advocacy that help individuals and organizations convert even the smallest event into a power-building opportunity. It can complement hyper-local base-building at the community level or huge national level policy change campaigns. Each of the "power tools" can apply pressure on decision-makers to reach policy goals. Regardless of one's experience, this framework has been proven to be a valuable tool for planning, executing, and evaluating an advocacy campaign. It's simple: This common-sense framework prompts advocates to stop and think about expanding their power through activating any or all of the 6 advocacy tools, rather than working in a linear fashion.

To support you in completing this form please review the Example/Guide and Webinar located on the Application Resources page in the [online grant management system](#).

To review and download Campaign Planning Tools please review this [webpage](#).

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Campaign Plan

The Power Prism® is a step-by-step integrated framework for recognizing and acting on opportunities to build momentum in an advocacy campaign. It's all about learning to make it easier for decision-makers to give you what you want. The Power Prism® is built on six "power tools" of advocacy that help individuals and organizations convert even the smallest event into a power-building opportunity.

3 Key Questions

What do you want? (What is your campaign goal?)

200 Characters

Why do you want it? (What data illustrates the problem you seek to address and defends your solution /policy intervention?)

3200 Characters



Check out our issue-based resources including science and research [here](#).

Who has the power to give it to you? (Name specific names and positions of key decision-makers.)

1000 Characters

Research & Data Collection

For any policy campaign, it is essential to present data that defines the problem and science that support your policy solution. Without data that explains the problem and justifies a solution, a proposed policy lacks credibility and is unlikely to gain the support of decision makers. However, strong data alone will not guarantee a campaign's success! You will need an understanding of what is happening in the decision-making "environment" to plan your campaign approach.

Conducting this research early in your campaign will help you find "pathways of influence" – or ways to connect with lawmakers on your issue through common interests or contacts. You may find that your organization already has internal resources to help you reach key decision makers – and doing research early on will help you plan WHO and HOW to contact most effectively.

i Understanding the historical, social, political, environmental, systemic racism, redlining/housing history, etc of a community is key to supporting good policy change that build community and decrease disparities.

To review and download Campaign Planning Tools please review this [webpage](#).

Do you have a thorough understanding of the conditions in this community that have contributed to the health outcomes you seek to address through this policy change?

- YES
- NO

What are the key takeaways from this knowledge most relevant to this campaign?

500 Characters

How will this policy improve the health of those most impacted and address health disparities?

1000 Characters

Political Landscape Assessment

i To review and download Campaign Planning Tools please review this [webpage](#).

What is the history around this policy change?

- Has it been introduced before? Is the issue on the decision makers' or public's radar?

500 Characters

Is the political environment supportive of the policy? Are those most impacted by this policy politically active or engaged in the political process?

600 Characters

Are there other related policies that have passed or where attempted in the last few years?

300 Characters

Opposition

- i** Trust us, you have some! Sometimes opposition is organized and obvious. And sometimes it is silent and subtle. What might they think/feel/perceive they will be losing? Sometimes, working with your opposition can help to neutralize their dissent. Other times, it is best not to alert them of your activities. Either way, identifying those groups or individuals that could stand in your way is critical. **examples – coalition members working on other policies, competing priorities, appropriation allotments that could use up funds.

To review and download Campaign Planning Tools please review this [webpage](#).

What do you know about your opposition?

600 Characters

What organizations could lose something from this policy passing? Opposition? Competing public health campaigns?

300 Characters

What is your opposition's influence on key decision-makers?

500 Characters

How will you monitor and engage your opposition?

600 Characters

Coalition Building & Maintenance

Coalitions are critical to achieving public policy goals; through coalition work, your organization can amplify its voice and make a lasting impact. When planning your policy campaigns, it is important to first identify if there are existing coalitions that are working on a policy or if one needs to be built. In both cases, diversity of ideas and representation is critical to your success.

Is there an organized coalition supporting this policy campaign?

500 Characters

- i** Does your coalition have operating guidelines and agreements on shared power/decision making? Power sharing among the coalition is key to success. This is especially important for organizations of-community, small versus large organizations, and new organizations to the group. To build more inclusive coalitions check out these resources.

To review and download Campaign Planning Tools please review this [webpage](#).

What organizations are part of the coalition? **Highlight organizations** representing and “of the community” most impacted by the proposed policy.

1000 Characters

Who is missing or underrepresented in the coalition?

400 Characters

i Check out the Give and Get of Strategic Partnerships Resources - Hooks to recruit and retain partners.

To review and download Campaign Planning Tools please review this [webpage](#).

Fundraising & Development

Advocacy work requires resources. For each advocacy campaign, you will need to create a projected budget for campaign work, including infrastructure, staffing, collateral materials, research, lobbyists, and media. Then, determine what each member organization can contribute to the campaign budget. While some coalition members may not be able to contribute cash, they may have in-kind resources such as staff time, meeting space and materials that can fill a budgetary need. These are valuable contributions and should not be overlooked! Once you have a campaign budget, you can create a fundraising plan to cover your unmet needs. Advocacy campaigns can be an effective "selling point" for donors who want to support policy work.

i To review and download Campaign Planning Tools please review this [webpage](#).

Are there other funders for this campaign? If so, what activities of the campaign are they funding?

250 Characters

List the top three reasons why a prospective donor (individual, NGO, corporation, foundation, or government) should invest in your campaign?

250 Characters

Are there unmet funding needs of this campaign?

250 Characters

List three potential targets for additional funding for this campaign.

250 Characters

Grassroots & Key Contacts

Grassroots and Key Contacts are critical for any campaign and for building ongoing power. In addition, an organization's mission is greatly enhanced through connecting volunteers more directly with decision-makers and other opinion leaders in the community. Voices for Healthy Kids is committed to engaging campaigns that make room at the table for those voices that have been historically excluded from the decision-making process.



To review and download Campaign Planning Tools please review this [webpage](#).

Do you have a grassroots and key contact plan?

- YES
 NO

Do you have an existing grassroots network engaged on this issue?

- How many people are in the network?
- Does the network represent the population impacted by the policy?
- Do you have community members in meetings with key lawmakers, funders, media, and others whom they may not routinely have contact with because they are not part of dominant culture?
- Have you connected with the local AHA and planned for engaging volunteers and board members?
- If you do not have a network or have small network, what is your plan to expand the network?

1000 Characters

Describe your key tactics to engage the network? (education, traditional and social media, attending key meetings, connecting with key decision makers, testifying, strategic events, etc.)

500 Characters

How will you engage and amplify the voices of the community most impacted by the proposed policy? How will you make room at the table for those historically left out of decision maker conversations?

1500 Characters

Media Advocacy

Have you developed a full media plan?

- YES
- NO

i To review and download Campaign Planning Tools please review this [webpage](#).

Highlight the key media advocacy tactics from your full plan that you will implement as part of this campaign. (earned media, social media, response plans, direct connections with reporters, etc.)

1000 Characters

Do you have staff or (external support?) contractors that will support this campaign with communications/marketing?
If yes, describe their role in the campaign?

500 Characters

Decision-Maker Advocacy

A successful campaign takes the right combination of political capital and sponsors/champions to move the policy forward.

i To review and download Campaign Planning Tools please review this [webpage](#).

How is your campaign connected to key decision makers? Legislative/Ordinance Sponsor?

1000 Characters

How have your key decision makers talked about or voted on your issue?

1000 Characters

Have you developed pathways of influence for each targeted decision maker?

YES

NO

Key Takeaways to Build Support for the Policy with Decision Makers.

500 Characters

Describe the overall economic environment and does it impact decision maker priorities?

750 Characters