HEALTH-CLIMATE CAMPAIGN TOOLKIT WORKSHEET

CAMPAIGN CHECKLIST

World Health Organization
REGIONAL OFFICE FOR South-East Asia

Instructions: Use this checklist to consider and work through the main tasks involved in launching an issue-specific campaign. If you need more background on the key questions in Column 2, consult the specified toolkit pages related to planning an advocacy strategy. The advocacy strategy is a larger, more encompassing plan, but many of the strategic questions are common to an issue-specific campaign. You might also use other tools from the Take Action pages. Also linked below.

TASK	KEY QUESTIONS TO CONSIDER	NEED HELP? REVIEW THE ADVOCACY STRATEGY TOOLS	ANSWERS	INSERT "X" WHEN COMPLETE!
Choose your issue and goal	• What issue are you passionate about? • Where can you make a difference? • What do you hope to achieve, exactly? (For example: raise awareness; establish a new policy, law or regulation; engage others in drafting a plan or strategy, etc.	Determining Scope, with a scoping worksheet		
Understand the science	• How will climate change potentially worsen this health outcome? • What climate impacts are contributing to the risk?	Learn about the Issues Also visit: https://www.who.int/health-topics/climate-change#tab=tab_1		
Determine who you need to influence	• Who can help you achieve you goal? (For example: health care leaders/ administrators, community members, co-workers, fellow students, etc.)	Choosing Targets worksheet		
Confirm your messages	• What 2-3 simple, catchy messages can you use to capture the attention of your target audiences?	Crafting Messages, with a message translator tool		

Decide how and when you will communicate	• What tactics will you use to communicate your messages? (For example: events, printed materials, social media, etc.) • When and how often will you have an event, post on social media, etc.?	Deciding on Tactics, with a related worksheet		
Organize supporting materials	• What creative content do you need? (For example: social media posts, issue briefs, infographics, posters, etc.)	Campaign creatives, with ready-to-use content Tips for Social Media		
Engage others to help	• Who can you mobilise to help you? • How can you coordinate efforts, especially on social media?	Who Can Help worksheet		
Have you ticked all the boxes? You are ready to launch! Good luck!				
Evaluate and repeat	• Now that campaign is underway, how is it going? What have you learned? • Do you need to modify the approach or keep going? Or did you achieve your goal? • Is it time to take up a new issue?	Monitoring Progress, with a related worksheet		