



FCTC RATIFICATION PLANNING WORKSHEET

1. Describe your advocacy objective as specifically as possible

Get your country to ratify the FCTC by December 31st, 2004.

2. Who has the direct authority to make it happen? [Identify the target audience]

Depending on the political system in your country, it may be:

1. Parliament
2. The President/Prime Minister
3. The Cabinet
4. or a combination of all 1-3.

3. Who in the government has influence on the ratification process, even if not the direct authority?

Other government officials may have direct or indirect influence on the ratification process, including the Ministers of Health, Finance, Foreign Affairs, etc. and the officials who work most closely with them on such matters. One of the first steps you should take is to determine who in the government has the *responsibility* for moving the ratification process forward. . You may want to consider identifying a specific individual (or individuals) - for example a legal officer in the Health Ministry -- who is both responsible and willing to "shepherd" the ratification process through the various steps and keep you informed of where pressure is needed; supportive political party leaders or others such as staff assistants close to the decision makers, who have the decision makers' ears.

4. What do they need to hear to persuade/cause/force them to make it happen? [Messages]

Depending on yours and others' analysis of what will get the decision-makers to act, the messages will vary. These "messages" can be incorporated into your written materials, press statements, talking points, etc. Remember, the question is not "what do we *want* to say", such as "The government **must** do this as a moral duty!" but "what *must* we say to persuade our target audience to take the actions we want them to take".

In some countries it will be useful to adopt a cooperative attitude towards government, for example to say: "We are proud of the leadership of our government in fighting for a strong FCTC. Now we want to help by showing the citizenry that ratifying the FCTC enjoys broad popular support."

In others it may be necessary to challenge government leaders who seem deliberately to be delaying action, e.g., "[Neighboring countries] have already ratified the FCTC. The global community is wondering why our government is delaying action – especially since X thousands of our citizens have died of tobacco-caused disease since the FCTC was negotiated!"

It may involve a combination of the two approaches. Only you and your colleagues can decide that.

Some sample messages could include:

- Ratifying the FCTC will increase the leaders' political popularity and help the decision-makers be seen as world and regional leaders
- Neighboring countries that are either allies or adversaries have ratified the FCTC - what is our government waiting for?
- Ratifying the FCTC will prove that the government cares more for the future health of the country's children than for the economic wealth / of the multinational tobacco companies.
- The public supports tobacco control [including voters of opposition parties and "swing voters"]- ratifying the FCTC will not harm, and may even increase the government's chances of re-election.
- The member states of the World Health Organization have reached consensus on a roadmap for tobacco control -countries that fail to follow through by ratifying and implementing the FCTC , **which they themselves voted for and signed**, will be viewed by other countries as hypocritical and weak.

5. How do we make these messages speak both to the brain and to the heart of the target audience?

- a) What are powerful "Simplifying Concepts"?** These are short phrases or labels that capture the essence of the FCTC's goals in ways that resonate naturally with most people: (e.g. "a tobacco free future for our children", "freedom from addiction and disease").

Again, these messages will vary depending on your country's culture and political situation.

- b) What are "Numbers That Sing"? [Creative epidemiology]** This is a way of presenting statistics in ways that convey scientific information but also move an audience emotionally. For example, "If we do not act, 2 million of our citizens now alive will die from tobacco caused disease", or "over 100,000 funerals each year are caused by tobacco".
- c) What words and phrases best evoke important cultural values?** Depending on your country, these may focus on the responsibility of government to protect society from greedy companies or the need to be part of the international consensus on tobacco. Again, only you and your colleagues can determine this.

- d) **What might be effective "responsive chord messages" (i.e. questions that evoke responses already embedded in people's minds)?** For example, "Can our society wait to act until millions of our children become millions of victims of cancer, heart disease, and stroke?" or "Who cares more about our health, the multinational tobacco companies, or WHO?"

6. Who are the most effective messengers for our target audience? Who will the authorities most trust or listen to?

Determining the answer to this question will involve some intelligence-gathering on your part. It is not always obvious who is most persuasive with a decision maker. It may well be the national medical association, public health leaders and others. But the particular leader may actually be persuaded by different voices.

Perhaps the Prime Minister, or a member of her family, has had successful surgery from a prominent heart or cancer surgeon. Perhaps the Health minister is particularly ambitious to be recognized and appreciated by the WHO Director General. Perhaps the Finance Minister was trained as an economist at a university abroad -- he or she might be most open to the message that the FCTC will bring economic benefits, not harm, delivered by a former professor. It may be a World Bank colleague. You will need to find quiet friends in or close to the decision makers to help you gather such "political intelligence." You might even find that the President listens to his spouse. Find out as much as you can, and be creative!

7. What are the most effective means for delivering our messages? Lobbying? Focused Media Advocacy? Protest? A combination of these?

Again, you will need to think creatively - different situations call for different tactics. There is almost always a need for multiple tactics - and often, different groups will take on responsibilities for these.

8. What are effective ways to gain the media's attention with stories that best convey our messages?

This may involve the release of a report with new scientific findings on the harms caused by tobacco, a study on the economic losses from tobacco, or a statement from prominent figures calling on the government to ratify. It may involve an announcement that a close ally (or adversary) has ratified the FCTC. Or it may be the release of a new report/ revelation/scandal or other work of 'substance' which is both newsworthy and can be linked in some way to the need for FCTC ratification.

9. What other materials might we need to develop for our ratification campaign?

At a minimum, you will want to have a short summary of the FCTC in your national language(s) that you can use with advocates, government officials and the media. You may also want a short fact sheet on why ratification of the FCTC is important, and "sheet music" -- well-tested media-wise sound bites that can be used in media interviews.