

Objectives, Audiences, and Calls to Action for Policy Makers

With this document we want to answer the following questions:

1. What are the main objectives of _____?
2. Who are the target audiences of communications efforts?
3. What actions do we want the target audience to take (**Calls to Action**)?
4. What type of engagement pathway or communication material is best suited to reach them?

Organization/ Institution Objectives: (Why?)

1. .
2. .
3. .
4. .

Relevant Policy Audiences: (Who?)

1. .
2. .
3. .
4. .



Calls to Action: (What?)

Examples:

- Reduce carbon dioxide emissions
- Elevate the issue and profile of OA
- Understand what OA activities are happening in their own country/ area
- Fund OA monitoring and research
- Help coordinate OA monitoring and research
- Include OA in policy priorities
- Integrate OA information into management practices (mitigation and adaptation)

Type of Engagement Pathways/ Communication Needed: (How?)

Examples:

- Meeting (1-1)
- Presentation or briefing
- Invitation to an event
- Sharing *general* education materials
- Sharing *specific* education materials
- Sharing a specific science publication

Objective, Audiences, CTAs, Communications (Mapped):

Objective	Policy Audience	Call to Action	Engagement Pathways Communication Needed

