7-Step Systems Change Promotion Activity Framework

Systems Change Planning & Promotion

1. **Engage stakeholders**
   o Identifying and reaching out to stakeholders who care about the issue
   o Identifying and reaching out to stakeholders who have influence/care about the system
   o Keeping stakeholders informed throughout the process through coalition meetings or regular updates

2. **Provide evidence of the problem/need**
   o Analyzing existing data or collecting new information that describes the problem
   o Providing information that shows how a systems change will address the problem
   o Assessing feasibility of achieving a systems change solution.

3. **Conduct media advocacy/public education**
   o Generating news coverage about the problem & raising public awareness of solutions ("news" might mean newspapers, radio, or micro-media such as newsletters, posters)
   o Encouraging dialogue among leadership and the general public

4. **Provide resources for environmental and systems change**
   o Non-partisan research studies and fact sheets
   o Refer to resources on policy language relevant to the system
   o Case studies of successful policy implementation

Systems Change Action

5. **Engage decision makers**
   o Stakeholders and coalition members deliver evidence of need, public support, and policy options to decision makers
   o If requested, provide evidence-based resources to decision makers
   o Understand the rules of lobbying and grant restrictions. Clarify partner or coalition roles

Systems Change Adoption

6. **Support implementation/enforcement**
   o Communicating the policy change – within the system and publicly
   o Provide technical assistance on implementation
   o Address any enforcement needs, counteract any concerns or obstacles

7. **Provide assistance with evaluation/documenting benefits**
   o Evaluate observed policy outcomes, measure positive results for individuals
   o Share results to acknowledge and thank partners and the community
   o Develop case studies of "success stories" to share with other communities and TPC Program
   o Celebrating organizations or communities that have successfully supported systems/policy change