

Critical Success Factors for Public Policy Impact

Critical Success Factors for Public Policy Impact	0 Not Present at All	1 Hardly Present	2 Moderately Present	3 Very Present
1. Functioning venue(s) for adoption The relevant legislative, legal, and regulatory institutions are functioning sufficiently for advocacy to be effective.				
2. Open policy window External events or trends spur demand for the solution.				
3. Feasible solution A feasible solution has been developed and shown to produce the intended benefits.				
4. Dynamic master plan A pragmatic and flexible advocacy strategy and communications plan is ready for execution.				
5. Strong campaign leader(s) Central advocates can assemble and lead the resources to execute the strategy and communications plan.				
6. Influential support coalition Allies can sway needed decision-makers and help the campaign leader to pursue the solution.				
7. Mobilized public Relevant public audiences actively support the solution and its underlying social principles.				
8. Powerful inside champions Decision-makers who can overcome the opposition support the solution and its underlying principles.				
9. Clear implementation path The implementing institution has the commitment and the ability to execute the solution.				
 TOTAL	_____ / out of a total 27 points			

Critical Success Factors for Public Policy Impact	Factors related to...
1. Functioning venue(s) for adoption The relevant legislative, legal, and regulatory institutions are functioning sufficiently for advocacy to be effective.	<h2 data-bbox="1289 302 1814 375">Agenda Setting</h2> <p data-bbox="1152 391 1948 513">(without these factors, there is less chance your idea or solution will fit within existing plans or be seen as “possible”)</p>
2. Open policy window External events or trends spur demand for the solution.	
3. Feasible solution A feasible solution has been developed and shown to produce the intended benefits.	
4. Dynamic master plan A pragmatic and flexible advocacy strategy and communications plan is ready for execution.	<h2 data-bbox="1169 846 1934 919">Potential for Adoption</h2> <p data-bbox="1159 935 1944 1016">(without these factors, there will be little reason for decision-makers to support the change you want)</p>
5. Strong campaign leader(s) Central advocates can assemble and lead the resources to execute the strategy and communications plan.	
6. Influential support coalition Allies can sway needed decision-makers and help the campaign leader to pursue the solution.	
7. Mobilized public Relevant public audiences actively support the solution and its underlying social principles.	
8. Powerful inside champions Decision-makers who can overcome the opposition support the solution and its underlying principles.	
9. Clear implementation path The implementing institution has the commitment and the ability to execute the solution.	<h2 data-bbox="1146 1265 1959 1321">Potential for Achieving Benefits</h2> <p data-bbox="1146 1338 1959 1419">(without this factor, all you have is a ‘good idea’ or an ‘option’, not an implementable ‘solution’)</p>