



Advocacy Skills and Experiences Questionnaire

This is a list of useful skills and experiences for social change advocacy that can be used for self-assessment, goal setting or progress evaluation. Consider including your experience in non-advocacy activities too.

		Interest			Skill			Experience		
		None	Some	Lots	Weak	Fair	Lots	Weak	Fair	Lots
A	Self and Community Education									
1	Plan a training, SWAT meeting or tobacco-free partnership meeting									
2	Speak to your SWAT club or tobacco-free partnership									
3	Give a presentation to a large group									
4	Interact with people at community at events									
5	Write a news article for a publication (newspaper, blog, etc.)									
6	Create anti-tobacco artwork									

		Interest			Skill			Experience		
		None	Some	Lots	Weak	Fair	Lots	Weak	Fair	Lots
B	Background Research and Data Collection									
1	Research a specific problem or solution									
2	Compile data to illustrate a problem or solution									
3	Conduct surveillance									
4	Write a summary of data collected or analyzed									
5	Present research results to a group									



		Interest			Skill			Experience		
		None	Some	Lots	Weak	Fair	Lots	Weak	Fair	Lots
C	Media Advocacy and Outreach									
1	Write a letter to the editor									
2	Produce or participate in an audio presentation (radio, podcast, etc.)									
3	Write a press release (and send it)									
4	Be interviewed by media									
5	Speak at a press conference									

		Interest			Skill			Experience		
		None	Some	Lots	Weak	Fair	Lots	Weak	Fair	Lots
D	Decision-Maker Education									
1	Write a letter to a city or county official									
2	Gather signatures in support of policy									
3	Coordinate a letter-writing campaign									
4	Call or visit a decision-maker									
5	Speak at a city or county public hearing									



		Interest			Skill			Experience		
		None	Some	Lots	Weak	Fair	Lots	Weak	Fair	Lots
E	Training and Partnership Building									
1	Join the tobacco free partnership (TFP)									
2	Encourage someone else to join SWAT									
3	Speak to a group to get them involved in a SWAT or TFP policy initiative									
4	Form a SWAT club at a school or community organization									
5	Facilitate a skill building session during a meeting or training									

		Interest			Skill			Experience		
		None	Some	Lots	Weak	Fair	Lots	Weak	Fair	Lots
F	Strategic Planning									
1	Plan a meeting agenda									
2	Facilitate a small meeting or sub-committee									
3	Propose a policy change activity to your SWAT club or TFP									
4	Develop a strategy for achieving a policy									
5	Design messaging to support a policy change									



F	Office Work	Interest			Skill			Experience		
		None	Some	Lots	Weak	Fair	Lots	Weak	Fair	Lots
1	Answer questions or mail information on behalf of SWAT or TFP									
2	Design a flyer, newsletter or print publication									
3	Manage a mailing list, distribution list									
4	Manage a social network site									
5	Take minutes									

So, what's your SWAT-niche?

Review the answers you just provided. What category holds most of your interest and skill? Take a minute to read through the summary of the categories below and see what other activities you may be able to lead with **SWAT**.

Self and Community Education

These activities are great for **SWAT** members who like to educate themselves, their peers and the community about key tobacco issues. As we know, education can come in many different forms. If you scored high in this category, you may also have interest in:

- presenting your ideas others
- attending **SWAT** meetings and Tobacco Free Partnership meetings
- Leading educational segments at **SWAT** meetings
- Arranging for speakers to present at **SWAT** meetings
- Participating in street marketing
- Attending community events for **SWAT**
- Creating signs, banners or posters
- Designing flyers or print materials used to educate about tobacco issues
- Interviewing others for publications
- Writing a song or poem about a tobacco issue
- Performing tobacco-related street theater



Background Research and Data Collection

SWAT always needs dedicated members willing to do the work that lays the foundation for our policy changes. If you like to research issues, create surveys and get your hands dirty with data, then **SWAT** can really use you. In addition to the activities listed on this sheet, you may also be interested in:

- Analyzing data to learn about an issue
- Researching tobacco industry documents
- Keeping track of current tobacco industry trends
- Learning how other states are working against Big Tobacco
- Explaining your results to others

Media Advocacy and Outreach

One of the most efficient ways to get our message to the masses is by using the media. Communicating our message and our policy goals through various media vessels can be fun. A good media spokesperson has a polished “elevator speech” and likes to explore new ways to communicate our message. If media advocacy is your **SWAT**-niche, you may also be able to contribute by:

- Writing scripts or public service announcements (PSA's)
- Writing newspaper articles for your school or community paper
- Producing video
- Meeting media professionals and establishing a relationship with them
- Making phone calls to newspapers, radio stations, and TV stations
- Arranging press conferences

Decision-Maker Education

Since **SWAT** works in each county to change policy, being able to educate decision makers is vital. If you like to openly discuss your views with decision makers, consider their feedback and find solutions to your community tobacco problems together, this is your **SWAT**-niche. If you scored high in this category, you may also like to:

- Creating and circulating letters of support for policy
- Arranging for **SWAT** members and TFP members to attend city/county meetings
- Monitor decision-makers activity as it relates to tobacco control
- Monitor state, local and national tobacco control legislation



Training and Partnership Building

Our organization is dependent on members who are dedicated to building the skills and knowledge of those around them. Have you witnessed a **SWAT** member facilitating a training and thought, "I want to do that"? If so, then this is definitely a place to use your abilities to make **SWAT** the best anti-tobacco youth organization in the nation. Below are a few other activities you may be interested in leading if you scored high in this category:

- Recruiting new members to SWAT or the TFP
- Determine areas where your members need training
- Plan training sessions or workshops
- Lead group icebreakers or team builders
- Lead a tobacco issue education session
- Mentor a new SWAT member or TFP member one on one
- Write skills-building manuals or PowerPoints
- Evaluate the effectiveness of trainings

Strategic Planning

Some of our **SWAT** members have an incredible vision of where we should go as an organization to meet our tobacco control objectives. Having this kind of vision also requires your to be able to foresee and navigate challenges that may be placed in your way. **SWAT** members who have a high interest or skill to plan how to reach our policy objectives are needed at every level of our organization. If this is your **SWAT**-niche, you may also like to:

- Facilitate large meetings (especially those where not everyone agrees on everything)
- Evaluate the community support for a specific tobacco control policy
- Evaluate decision-maker support for a specific tobacco control policy
- Develop ideas for local and state campaigns that support policy
- Evaluate campaigns that support policy

Office Work

The behind-the-scenes work that must be done to keep **SWAT** members skilled and working on their policy objectives can be overwhelming. If you have awesome organizational skills and like to pay attention to detail, you can surely be put to work in **SWAT**. In addition to the tasks listed in this survey, members who want to contribute their office skills may be asked to:

- Copy, collate and staple documents
- Perform administrative tasks using a computer (creating documents, updating spreadsheets, etc.)
- Asking for articles, pictures or graphics for newsletters



		Interest			Skill			Experience		
		None	Some	Lots	Weak	Fair	Lots	Weak	Fair	Lots
G	Interpersonal Skills and Strengths									
1	Commitment to change what is unjust									
2	Persistence to work when things get hard									
3	Ability to solve problems									
4	Ability to bring people together for a common goal									
5	Empathize with other people and able to understand differences									
6	Manage time and deadlines well									
7	Ability to work with many different types of people									
8	Detail-oriented									
9	Outgoing; meet people easily									