



### Advocacy is...

*A deliberate process designed to influence the policies and practices of those in power in order to achieve lasting and positive change.*

### Your vision of change?

- Changes in the way people think  
Values, attitudes, motivations, aspirations
- Changes in behavior  
Participation, action, reduction/increase in behavior
- Change in awareness  
Knowledge, understanding, attention
- Changes in the way people talk  
Media coverage, dialogue
- Change in policy, conditions, systems

### SMART Objectives:

- **Specific:** well-defined, clear
- **Measurable:** a benchmark and a target
- **Achievable:** consider resources, knowledge, and time
- **Realistic:** know the state of society
- **Time-bound:** specific time frame

### Principles for Effective Video Advocacy

1. Video for a specific purpose, not about something – have a clear, S.M.A.R.T. objective for your video Know your audience.
2. Whose eyes, not how many eyes, is what matters.
3. Know the action you want your audience to take.
4. Choose the best message, people and story to move your audience to action.
5. Choose the right time and the right place to ensure your audience sees your video.

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**A Collaboration between**



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