

### **The 10 commandments needed for social change:**

Work on the basis of evidence. Evidence is essential to influencing public opinion.

Develop a clear direction - know what you want and have agreed consensus positions - specific and well thought through.

Work as coalitions – organisations want a coalition that is clear about what they want to achieve.

Be professional about advocacy. Get the “asks” down to a limited number (maximum 10).

Understand Government – politics and bureaucracy. Work with all levels of government, recognising the value of policy advisors etc.

Be non-partisan. The anti-smoking campaign occurred mostly through bipartisan support.

Understand your strengths and use them. Statistics are important, but remember to connect with the people behind the statistics. Also, remember people are voters and politicians needs votes.

Understand politicians’ needs and use the political structure.

Work with the media – fundamental for NGO’s. Media is powerful, and big campaigns are needed. Keep finding new ways to promote your message.

Stay with it. Social change takes time. Jump at opportunities when they present themselves and give credit to the people who contribute to making something happen.