

Champion Engagement Opportunity Assessment Tool

(Adapted from the Saving Newborn Lives Champions Toolkit)

Use this tool to help you assess each opportunity for a champion to promote iCCM institutionalization and ensure that it is strategic, aligned with your current capacity, and aligned with the champion's skills and area/level of influence.

Advocacy Objective:	
Target Audience:	
Champion:	
<i>What is the engagement opportunity?</i>	
<i>What is the timeframe?</i>	
<i>What is the added value of involving the champion, and how will it impact the target audience and ultimately the advocacy objective?</i>	
<i>Who else is involved (individuals or groups)?</i>	

<p><i>What level of effort will be required of the champion? Does he or she have the capacity to undertake this task?</i></p>	
<p><i>What support will the champion need, and what level of effort is required to meet it? Do you have the capacity to provide the support?</i></p>	
<p><i>Will the engagement increase the influence of the champion? If so, how?</i></p>	
<p><i>How else will the engagement benefit the champion?</i></p>	