
USING THE BLUEPRINT FOR ACTION AND JOURNAL PAGES

The Blueprint for Action can be found at the back of the youth component of the Kit. It is designed to help young people think through and record the key issues and strategies necessary to run an effective advocacy campaign. As youth commence their work they will be recording their information onto the Blueprint. The Blueprint for Action icon, a lightbulb dispersed throughout the Kit, reminds them when it is time to record newly found information.

All of the basic components of a young person's advocacy action plan will be organized in this Blueprint. It provides a tool for youth to strategize around important advocacy components such as:

- The problem they want to address
- Statistics and research on their problem that help clarify their issue
- The public policy solution they are proposing
- The decision-makers they need to influence
- Their campaign message
- The advocacy strategies they will use
- Their guidelines for working together as a team
- How they will determine their success

Encourage your young people to keep the Blueprint for Action with them at all times. They should bring it to team meetings, keep it by their sides when they conduct research on their issue, and, bring it with them when they lobby elected officials.

The Journal Pages for the Youth Act Kit are located at the back of the Blueprint for Action. Again, throughout the Kit, a journal icon appears indicating that young people should take a moment to reflect on their individual and group accomplishments. The journal pages correspond to the identified topic and ask questions on new knowledge acquired and attitudes about personal skill development and accomplishment.

Together, both the Blueprint for Action and the Journal Pages provide the adult facilitator with a wonderful tool for assessing young people's performance and engagement with this program. You are encouraged to have students include the Blueprint for Action and Journal Pages in their youth advocacy portfolios.

Handout 14:

REVIEW YOUR BLUEPRINT FOR ACTION

Use the following checklist to assess the effectiveness of your Blueprint for Action.

The issue we selected really is a problem	Yes	No
Our public policy solution is workable	Yes	No
Statistics and research support our argument	Yes	No
We identified key decision-makers for our issue	Yes	No
Our advocacy campaign is thoughtful and well-planned	Yes	No
We selected effective advocacy strategies to reach our goal	Yes	No
Our advocacy campaign message is effective/inspirational	Yes	No
We selected effective media strategies to promote our cause	Yes	No
We practice shared responsibility and teamwork	Yes	No