In order to support your policy projects, we are sharing APPEAL’s Policy Change Toolkit here. In addition, we have developed these worksheets to help you think through your policy ideas and what assessments and resources may guide your work. For more information on the APPEAL’s 4 Prong Policy Change Model, please review: Tong, E. and Lew, R. (Published online May 24, 2013). Moving Communities Toward Policy Change: APPEAL’s 4 Prong Policy Change Model. *Health Promotion Practice.*

The following pages are worksheets for you to guide and organize your policy goals, planning, and any research. The **Flow Chart** is most useful if you need more guidance in defining or revising your policy project for this program. The **Circles of Influence** is useful for understanding who the key decision-makers are for your policy and community.
Policy Project Fundamentals Flow Chart

1. GETTING STARTED:
Policy Project Area (Tobacco Documents, Data Disaggregation, Flavors/Menthols, etc.):

___________________________________________

Personal/Professional Connection to Project Area:
___________________________________________
___________________________________________

Personal/Professional Connection to Community Impacted by Project Area:
___________________________________________

2a. What you already know about the Project Area:
Current Status: _____________________________
Community/Jurisdiction Impacted (be specific):
___________________________________________
___________________________________________
Other Notes: ____________________________
___________________________________________
___________________________________________

2b. Who are the decisionmakers and who/what influences the decisions they make?
Primary Audience (community leaders, policymakers, etc.; i.e., who are the primary decisionmakers?):
___________________________________________
___________________________________________
___________________________________________

Secondary Audience (Who or what organizations have direct influence over the Primary Audience? e.g., employers/funders, faith-based organization, well-established colleagues, etc.):
___________________________________________
___________________________________________
___________________________________________

2c. Do you/can you build connections with anyone identified in the Primary or Secondary Audience?
___________________________________________
___________________________________________
___________________________________________

3a. Preliminary Research Needed to Refine Project Goals:
History of Project Area in Community/Jurisdiction (include dates and documents, meetings, persons/groups involved):
___________________________________________
___________________________________________
___________________________________________
___________________________________________

3b. Preliminary Research Needed to Refine Project Goals:
How does decision-making work in the impacted community/jurisdiction? (i.e., is there a council or board? How often do they meet? How do you participate in meetings?)
___________________________________________
___________________________________________
___________________________________________
___________________________________________
Circles of Influence Worksheet

[primary audience/key decisionmaker]

[secondary audience]

[primary audience/key decisionmaker]

[secondary audience]

[your organization or community]

[secondary audience]

[primary audience/key decisionmaker]

[secondary audience]

[primary audience/key decisionmaker]

[secondary audience]