

Influencing knowhow

Influencing cycle: OPD entry points

6. Review and evaluate

Debrief on process, what was achieved, immediate, long-term and unexpected results, share lessons learned.

5. Delivery

Release new research or policy positions, MP briefings, campaign actions and comms (inc press releases, blogs, social media, supporter emails).

4. Collect the evidence

Gather evidence and data focus groups, interviews, surveys, qualitative data in the form of life experiences and hold consultations.

1. Assess the landscape and context

Ask people with disabilities what is important to them, what is/isn't happening on the issue, where can your organisation add value to that issue and support their messages and further your objectives?

2. Collaborate

Identify who your OPD allies are. Ask, what are their key objectives, success, values? What expertise and credibility do they have on their specific area? What does their membership look like?

3. Agree the approach

Identify key shared messages, consultation process, methods of delivery, access support needs and shared benefits.

