

Duignan's Strategy Planning Matrix

Select your strategies

| Approach | Method | Style | Focus/Setting |
|---|--|--|---|
| Educational/ Informational | One-to-one Classroom/group Social media campaigns Traditional media campaigns | Knowledge acquisition Attitudinal change Behavioral change Consciousness raising/ awareness of rights | Individuals Specific sub-populations Indigenous peoples |
| | Group formation Use of natural community leaders Grass roots community workers Community organizers / activists Provision of resources to communities | Community support Voicing community concerns Co-production Transformational | Ethnic groups Geographic communities |
| Monitoring and Regulatory Enforcement | Information provision about requirements Monitoring compliance with requirements Public rewarding and shaming (‘League Tables’) Monitoring and enforcement | Raising awareness of regulatory requirements Increasing system responsiveness Proactive enforcement | Community organizations Interest groups Private companies |
| | Liaison Sectoral coordination Intersectoral collaboration | Networking / coordinaton Restructuring/building new institutional infrastructure | Public institutions Regulator authorities |
| Policy, Rules and Standards Development | Organization's policies Local policies by-laws National policies, regulations, legislation | Identifying policy options Providing information about policy options Generating debate on policy options Advocacy coalitions / lobbying | Central and local policy makers Central and local politicians |

