## Identify an Issue’s Life Cycle Stage and the Next Steps for Advocates

<table>
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<th>Stage</th>
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| Birth    | A new demand, issue, idea, or proposal takes form. It is not yet recognized by others. | Build support to advance the idea. | • Define the issue, as well as its impact on people and communities  
  • Raise the issue through protest or other ways to exert pressure |
| Childhood| The issue or idea begins to acquire networks of support.                          | Nurture the issue or idea.       | • Move “from protest to politics”: engage in public argument and generate possible solutions  
  • Build alliances  
  • Work with the media  
  • Analyze policy alternatives |
| Adolescence | The issue or idea advances through the early stages of decision-making. It takes on more importance and legitimacy, gaining champions within influential institutions and among some key decision makers. Others begin to contribute ideas about different paths to the desired result. | Focus the discussion in ways that aren’t divisive, but rather advance the issue towards a decision. | • Work inside the corridors of power to negotiate compromises with decision makers  
  • Exert steady pressure from outside to maintain political will to take action |
| Adulthood| The issue reaches a resolute decision.                                             | Plan in detail for a sufficient workability. | • Analyze the budget to make sure the final solution has the commitment and resources needed to be effective |
| Maturity | The idea is implemented.                                                          | Monitor and evaluate actions for effectiveness. | • Work closely with constituents to monitor the solution’s impact  
  • Generate data and give feedback to decision makers |
| Renewal  | Implementation is evaluated further.                                              | Improve implementation and search for broader applicability. | • Review progress and determine the next action steps |