

## **SKY GIRLS**

### **Brief: Stakeholder Engagement Strategy**

#### **Introduction**

In order to reach as many girls as possible, SKY Girls needs to be perceived as a trusted, credible movement by a range of stakeholders.

Achieving credibility with key stakeholders is one of the four main objectives for the first 100 days of SKY, and beyond. To achieve this, we need to consider the message we want to put forward, highlighting shared objectives and how supporting SKY will help them to deliver on their own priorities. In our experience, the best approach is to engage with stakeholders after planning but before launching in market so that SKY doesn't come as a surprise to anyone. The reason why we do this is to make sure we avoid any risk of speculation / suspicion that we are not genuine in our mission. In the past, key stakeholders and gate-keepers have been school authorities (either Ministry of Education or local school authorities that oversee curriculum), Ministry of Health Tobacco Control representatives, religious leaders, community leaders.

#### **Task**

**Please create a live database of stakeholders, decision-makers and gatekeepers that we need to engage with during the launch of SKY Girls, including timelines for engagement with different stakeholders.**

The stakeholder engagement strategy must answer the following questions:

- Which stakeholders should SKY seek to engage? (*e.g. Ministry of Education, Ministry of Health, religious leaders, local schools boards, etc*)
- What specifically are we aiming to gain from each stakeholder that will benefit the SKY movement? (*e.g. Access to schools, girls given permission to participate in SKY activities, reduced threat of negative media publicity, etc*)
- How should we engage each stakeholder? (*e.g. Hosting an event, writing a letter, setting up a meeting through existing networks, etc*)
- When should we engage each stakeholder (*e.g. Which stakeholders should be supportive of SKY prior to launch? Which can we contact further down the line?*)
- What message will persuade this particular stakeholder to support SKY? (*e.g. SKY helps girls resist peer pressure, SKY helps prevent girls from taking up smoking, etc*)

This strategy could be formatted as an Excel sheet with columns for each question, or as a word document or presentation, as long as the chosen format answers all the questions above for each of the different stakeholders identified.

**Timeline**

We need to move quickly on this initial step of identification and strategy so that we have enough time to arrange meetings where necessary before launch. Please share a list of identified stakeholders and approach by status next week.