



Evaluating Advocacy: Challenges, Methodologies and Solutions

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Topics ▶

A.Challenges faced
in advocacy
evaluation

B.Methods and
solutions

C.Recommended
actions



What is advocacy?

"Championing or supporting a cause or policy goal"

*Gardner and Brindis (2017),
Advocacy and Policy Change Evaluation*

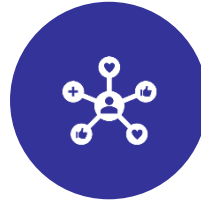
"An intervention intended to catalyse, stimulate or otherwise seed some form of change"
ODI (2014)

- Indirect and direct*
- Private and public*
- Formal and informal*

What advocacy is not?



Advocacy is *not* campaigning to change the knowledge, attitudes, behavior of individuals – where there is *no* link to building public support, creating a supportive environment or policy change



Advocacy is *not* having people represent or advocate on behalf of a brand or a company for greater awareness, e.g. “*brand advocates*”

A. Challenges for advocacy evaluation



Tendency to measure activities rather than outcomes



Matching advocacy ambitions to reality of change possible



The long-term non-linear nature of change



No “magic” advocacy evaluation tool exists



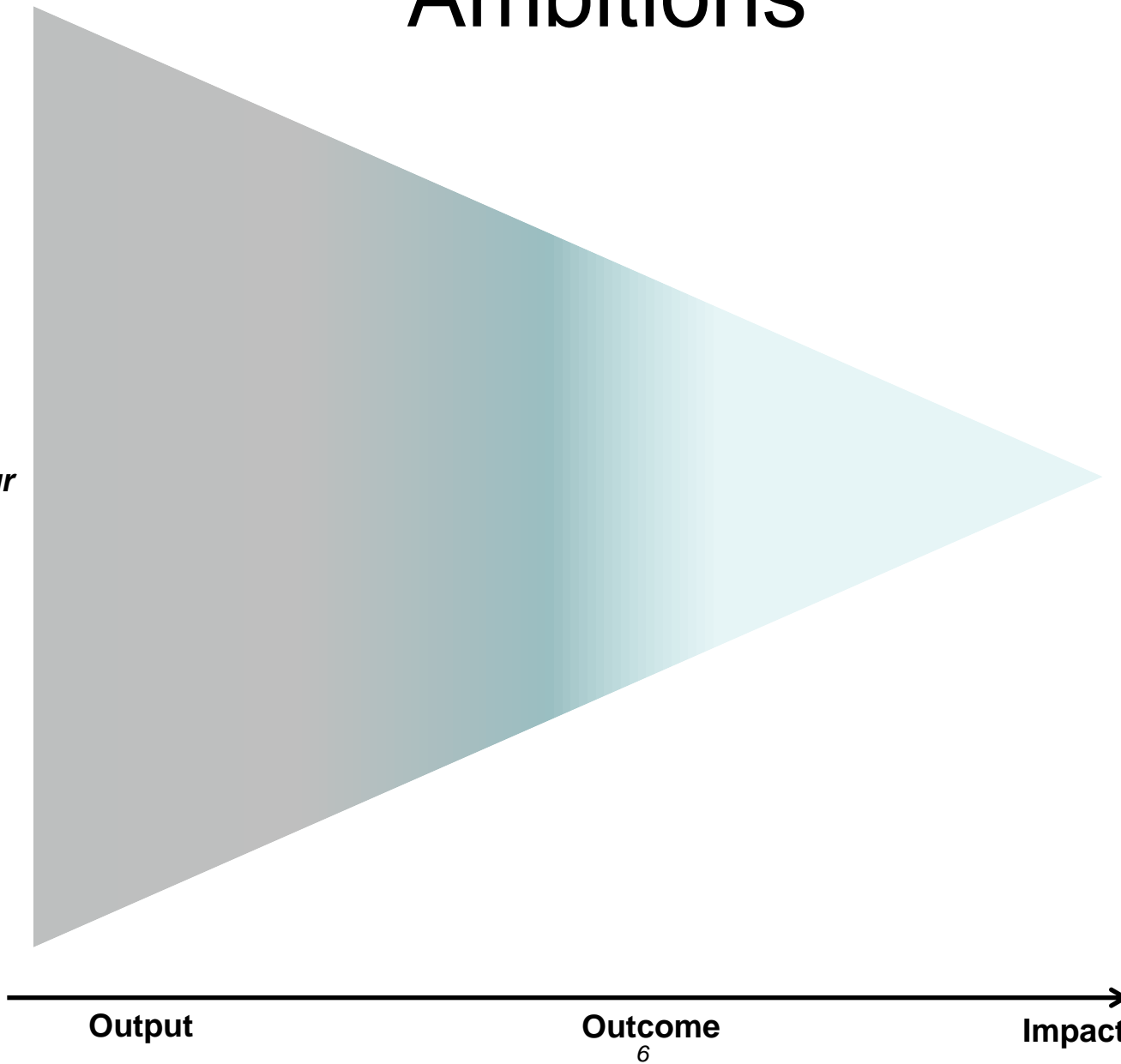
The challenge to “prove” where you’ve made an impact



The increased pressure for advocacy and public affairs to show results

Ambitions

Level of *your*
influence



B. Methods and solutions



1. Understand what change is desired and how



2. Have in place ways to monitor change



3. Select appropriate methods to evaluate change



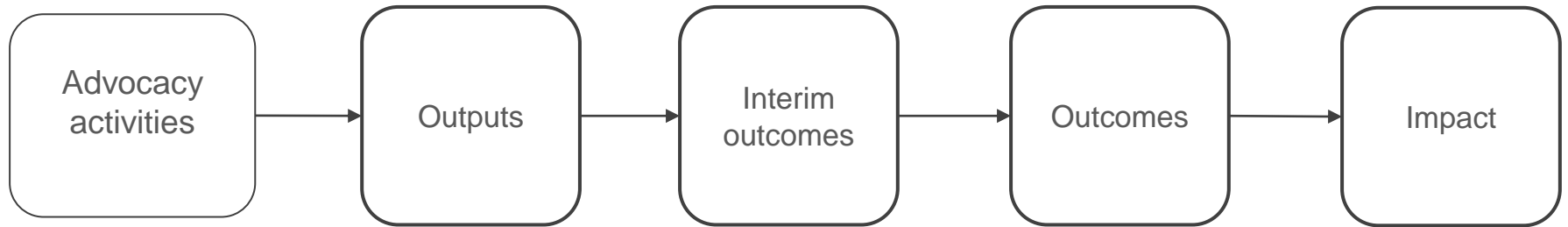
4. Estimate advocacy's influence on change seen



5. Share and learn from the findings

1. Understanding what change is desired and how

What is advocacy aiming to achieve?



Example:



1. Understanding what change is desired and how

What is advocacy aiming to achieve?

Examples:

Interim outcomes

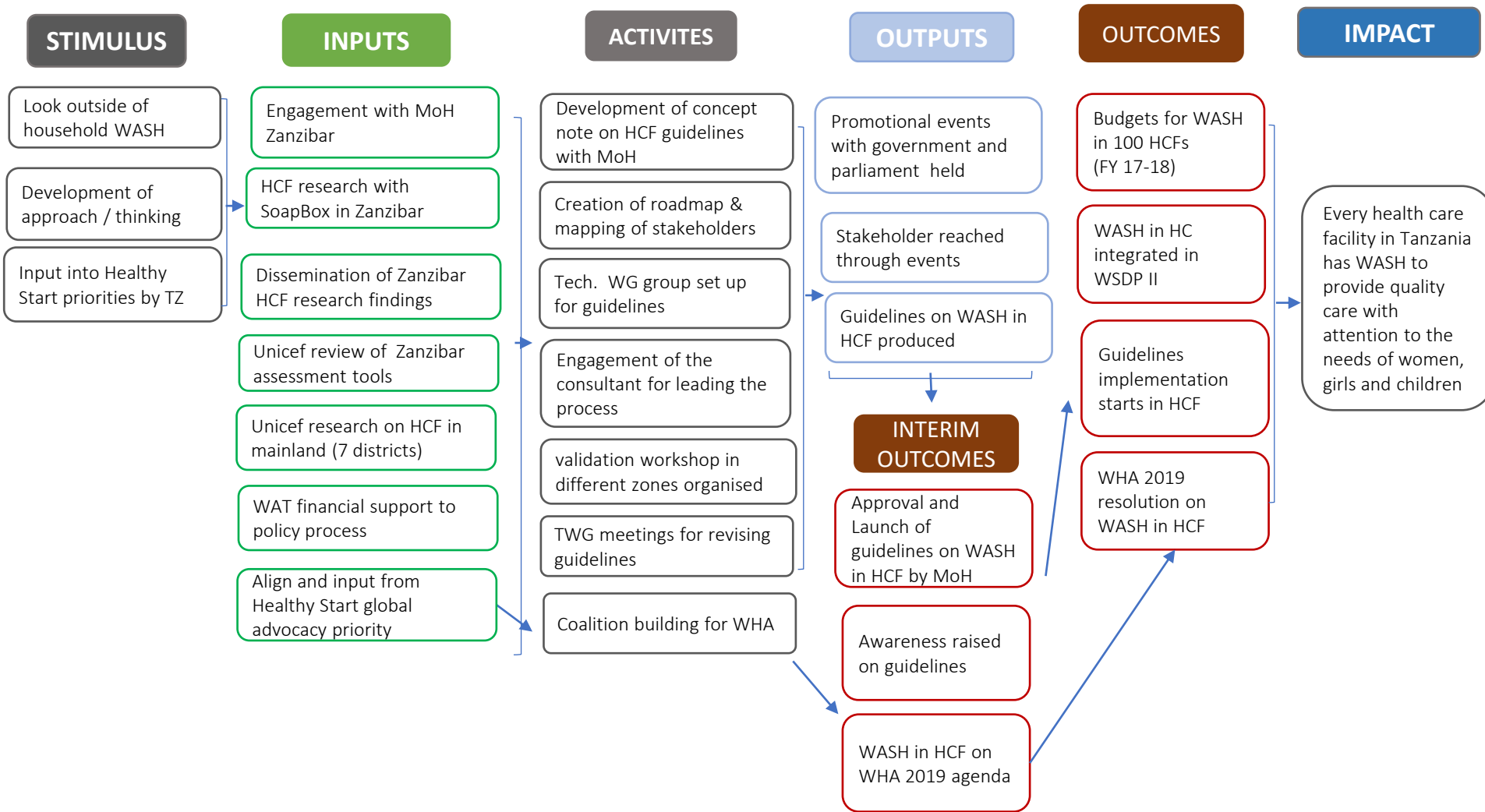
- Media coverage
- Collaboration/alignment
- Growth of supporter base
- Recognition of issue(s)
- Priority of issue(s)
- Recognition of organisation
- Access for organisation to advocate

Outcomes

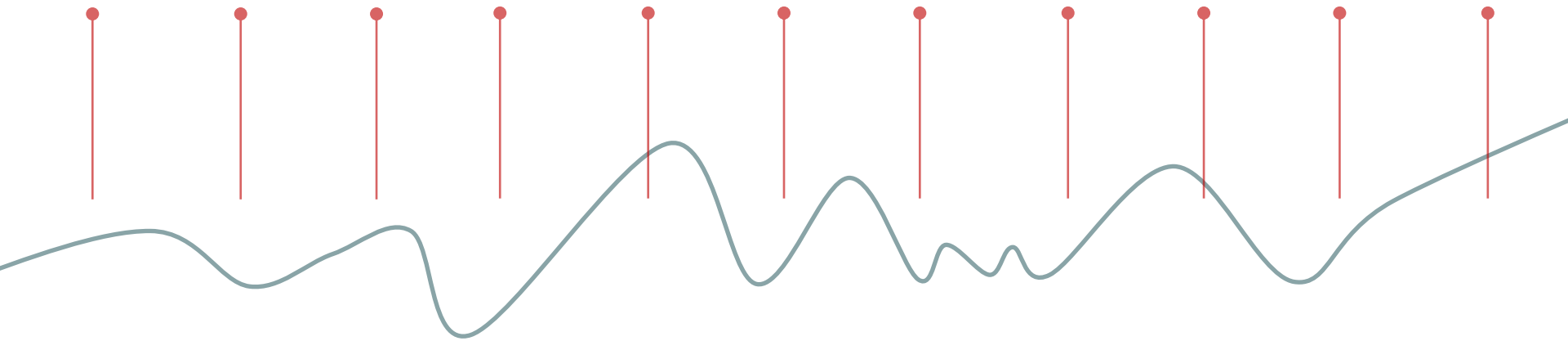
- Policy development
- Policy adoption
- Policy revision
- Policy blocking
- Policy implementation
- Budget change
- Practice change

1. Understanding what change is desired and how

Theory of Change – NGO and UN advocacy on water, sanitation and hygiene (WASH) in Health Care Facilities (HCF) - Tanzania



2. Have in place ways to monitor change



3. Select appropriate methods to evaluate change

Methods used often in all types of evaluations

Methods seen in all types of evaluation but often in advocacy evaluation

Methods particular to advocacy evaluation

Document/data review

Stakeholder interviews

Stakeholder surveys

Stakeholder focus groups

Case studies

Theory of change

Outcome mapping

Social network analysis

Media tracking

Policy tracking

Policy analysis

Media analysis

Bellwether interviews

Contribution analysis

4. Estimate advocacy's influence on change seen


Has change to policies and practices occurred?



What is the significance of this change?



What are the possible influences on this change?



What is the estimated influence of your advocacy on the change seen based on the evidence collected?

Example – influencing policy change (fictional)

Has change to policies and practices occurred?

- Regional government issues a concept paper featuring ABC
- ABC mentioned in new regional policy
- Key national governments have issued statements of support for ABC

What is the significance of this change?

- High significance as first time ABC has a profile in the policy development phase

What are the possible influences on this change?

- Evidence showing critical situation for ABC
- Interest of national governments
- Coalition of actors involved
- Policy process facilitated by our organisation

What is the estimated influence of your advocacy on the change seen based on the evidence collected?

- Advocacy of our organisation was a key influence on the policy changes seen along with the above interests

4. Estimate advocacy's influence on change seen

<i>Outcomes</i>	<i>Activities achieved?</i>	<i>Change seen?</i>	<i>Significance?</i>	<i>Your contribution?</i>
That issue 345 is on the agenda of XYZ commission	Yes -research paper produced; input in consultative process	Medium - Issue 345 is mentioned in scoping policy paper; good possibility it will be on agenda	High - First time that issue 345 is recognised by XYZ commission	Medium - Our organisation was main source of information on issue 345 along with like-minded alliance
Etc.				

5. Share and learn from the findings

Track progress
to constantly
improve
advocacy

Celebrate and
communicate
advocacy successes
with partners /
members / sponsors



Feed findings
into future
advocacy
initiatives

Communicate
findings using
different formats
and channels

Learn from the
challenges
and successes

C.
Recommended
actions for
integrating
evaluation and
measurement in
advocacy and
public affairs

1. Be clear and pragmatic about what you are trying to achieve
2. Monitoring and learning must be integrated into strategy and implementation i.e. as the advocacy is happening...
3. “Measure what Matters”
4. Advocacy done well can “work”!

Available resources

- Theory of change
- Advocacy monitoring and evaluation methods/approaches
- Guidelines
- Communicating monitoring and evaluation results
- “Think pieces” on advocacy evaluation
- Examples of advocacy evaluation reports

See: full list of resources:

<https://intelligentmeasurement.net/>

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Q & A

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