


Measuring the Impact of Policy and Advocacy Efforts



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Agenda

- Introducing a Framework for Evaluating Advocacy Efforts
- Describing the Program
- Focusing the Evaluation Design
- Wrap-up

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Defining Advocacy




Advocacy is....

... activities conducted to influence decision makers at various levels.

Innovation Network. "Speaking for Themselves: Advocates' Perspectives on Evaluation."

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Defining Evaluation



Evaluation is....

... the **systematic collection of information** about the program to:

- Make judgments
- Improve program effectiveness
- Inform decisions
- Increase understanding

Patton, M. Q. (2008). *Utilization-focused evaluation* (4th ed.). Thousand Oaks, CA: Sage Publications.


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Why Evaluate Advocacy?

- To see if you're on the right track
- To guide "real time" decision making
- To plan for next steps
- To explain certain results
- To communicate successes

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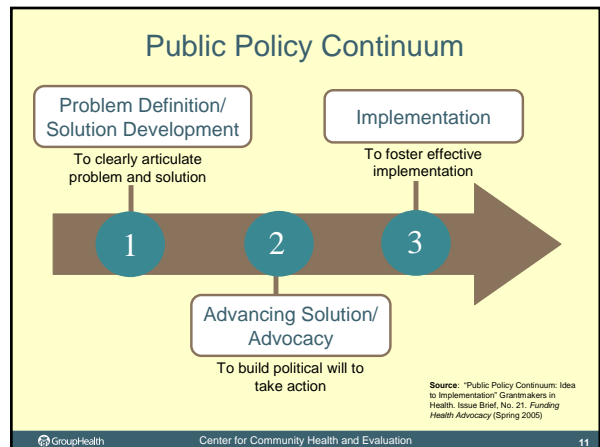
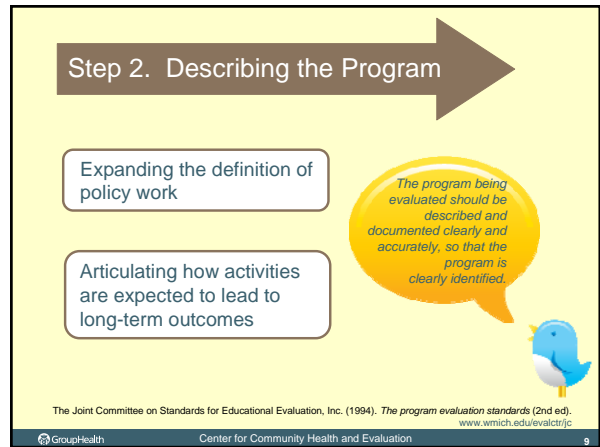
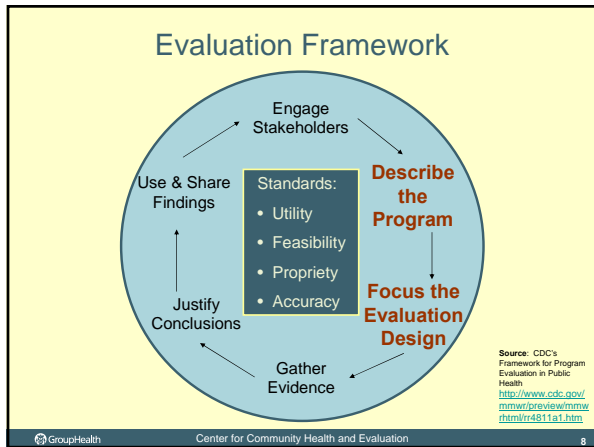
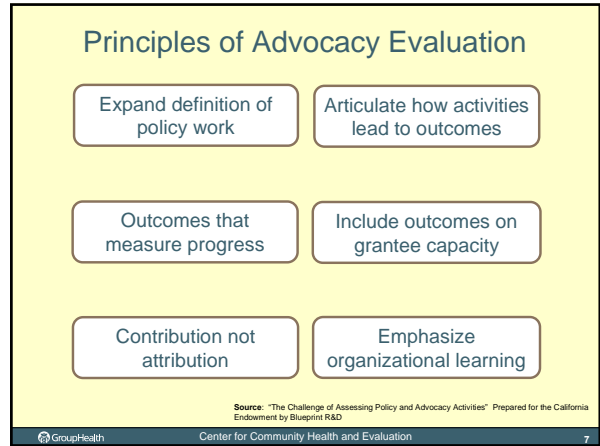
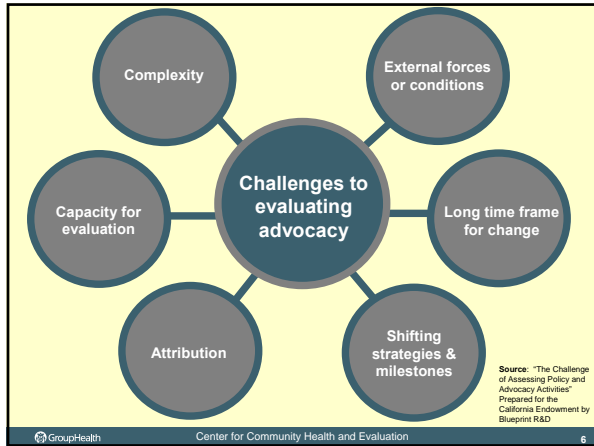
Evaluation Framework

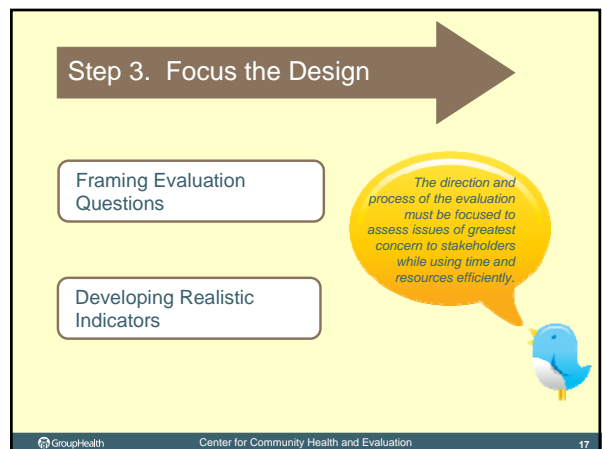
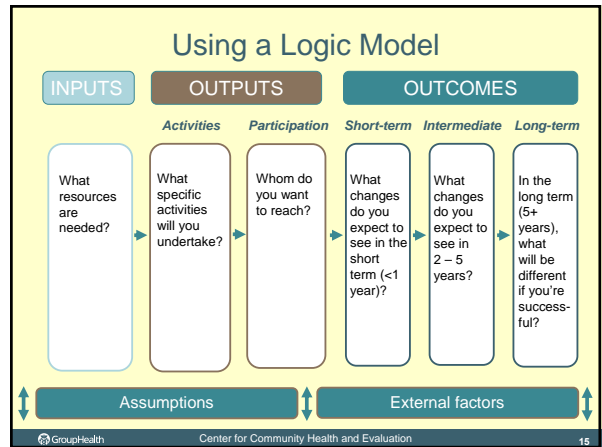
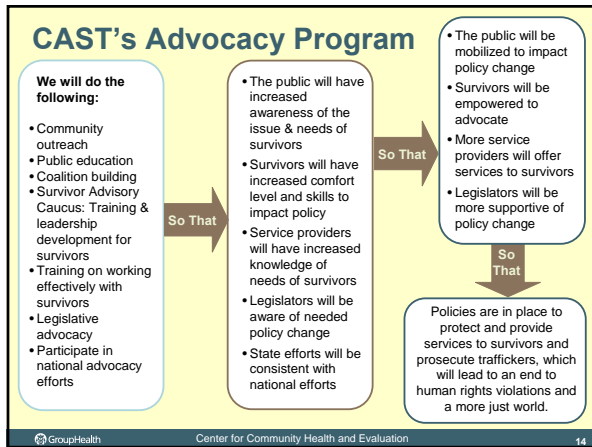
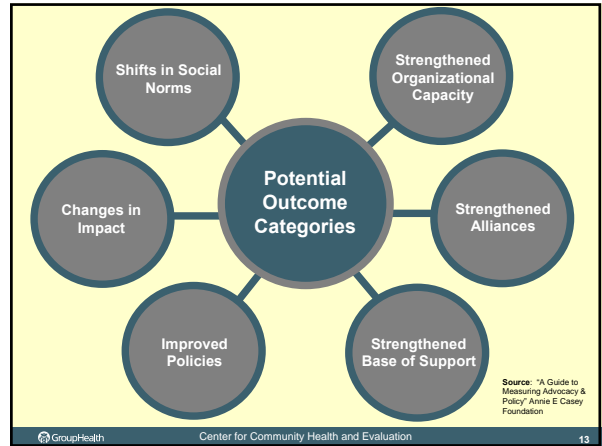
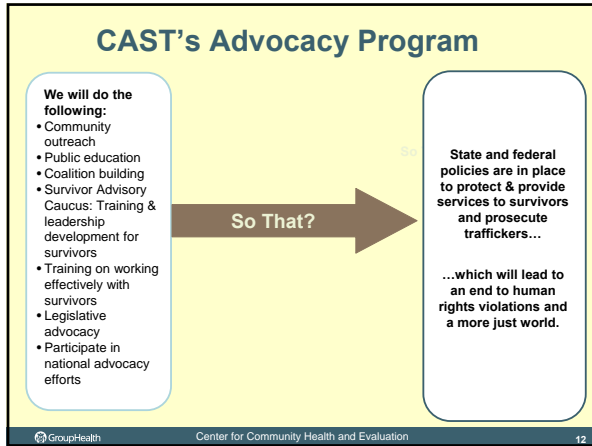


The diagram shows a circular process with the following steps: Engage Stakeholders, Describe the Program, Focus the Evaluation Design, Gather Evidence, Justify Conclusions, Use & Share Findings, and back to Engage Stakeholders. In the center is a box for Standards: Utility, Feasibility, Propriety, and Accuracy.

Source: CDC's Framework for Program Evaluation in Public Health
<http://www.cdc.gov/mmwr/preview/mmwrhtml/r4811a.htm>

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Framing Evaluation Questions: *What do you want to know?*

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CAST's Advocacy Program

We will do the following:

- Community outreach
- Public education
- Coalition building
- Survivor Advisory Caucus: Training & leadership development for survivors
- Training on working effectively with survivors
- Legislative advocacy
- Participate in national advocacy efforts

So That

- The public will have increased awareness of the issue & needs of survivors
- Survivors will have increased comfort level and skills to impact policy
- Service providers will have increased knowledge of needs of survivors
- Legislators will be aware of needed policy change
- State efforts will be consistent with national efforts

So That

- The public will be mobilized to impact policy change
- Survivors will be empowered to advocate
- More service providers will offer services to survivors
- Legislators will be more supportive of policy change

So That

Policies are in place to protect and provide services to survivors and prosecute traffickers, which will lead to an end to human rights violations and a more just world.

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Evaluation Questions: CAST

1

Do community partners and legislators understand the nuances of the issue?

How can we make our messages more effective so that they "stand out" and appeal to a broad audience?

2

How successful has our Survivor Advisory Caucus been at influencing policy?

How effective has the broad-based coalition approach been to accomplishing our goals?

3

What strategies have been the most effective in accomplishing our goals for policy change?

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Prioritizing Evaluation Questions

Can this question be answered given your program?

Which stakeholders care about this?

How important is it?

Does it involve new data collection?

Can it be answered given your time and resources?

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An indicator is...

... the specific information, or evidence, that represents the phenomenon you are asking about.

Indicator of fire = smoke

A+

Indicator of academic achievement = grades

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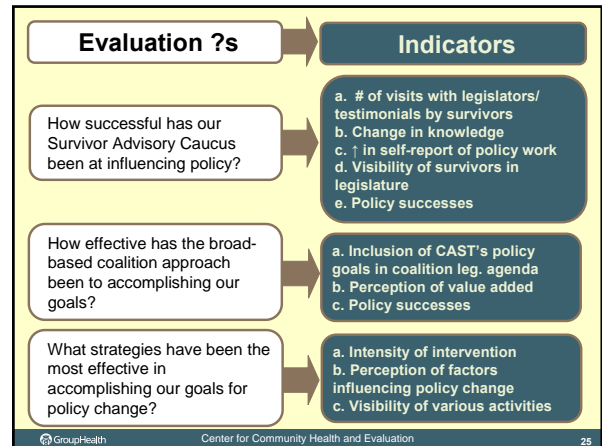
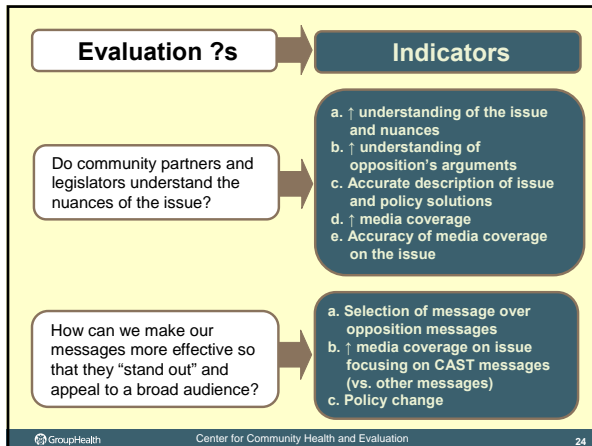
Why develop indicators?

Focuses your evaluation

Shows progress towards long term outcomes

Drives your data collection efforts

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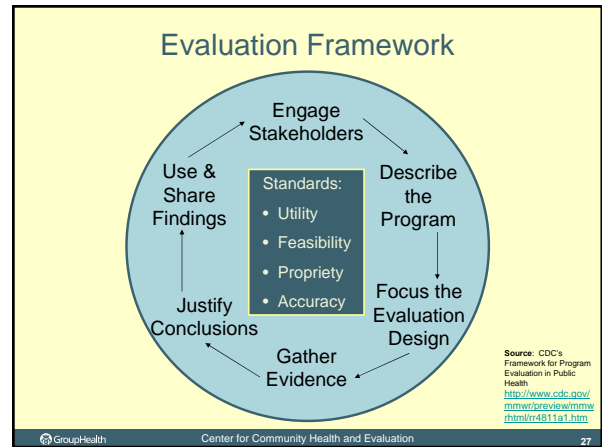


Small Group Brainstorm



- Brainstorm potential indicators for your own organization
- Possible evaluation questions:
 - Are we reaching out to the right stakeholders?
 - To what extent has our organization's advocacy capacity increased?
 - How have our advocacy efforts influenced the policy environment?

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