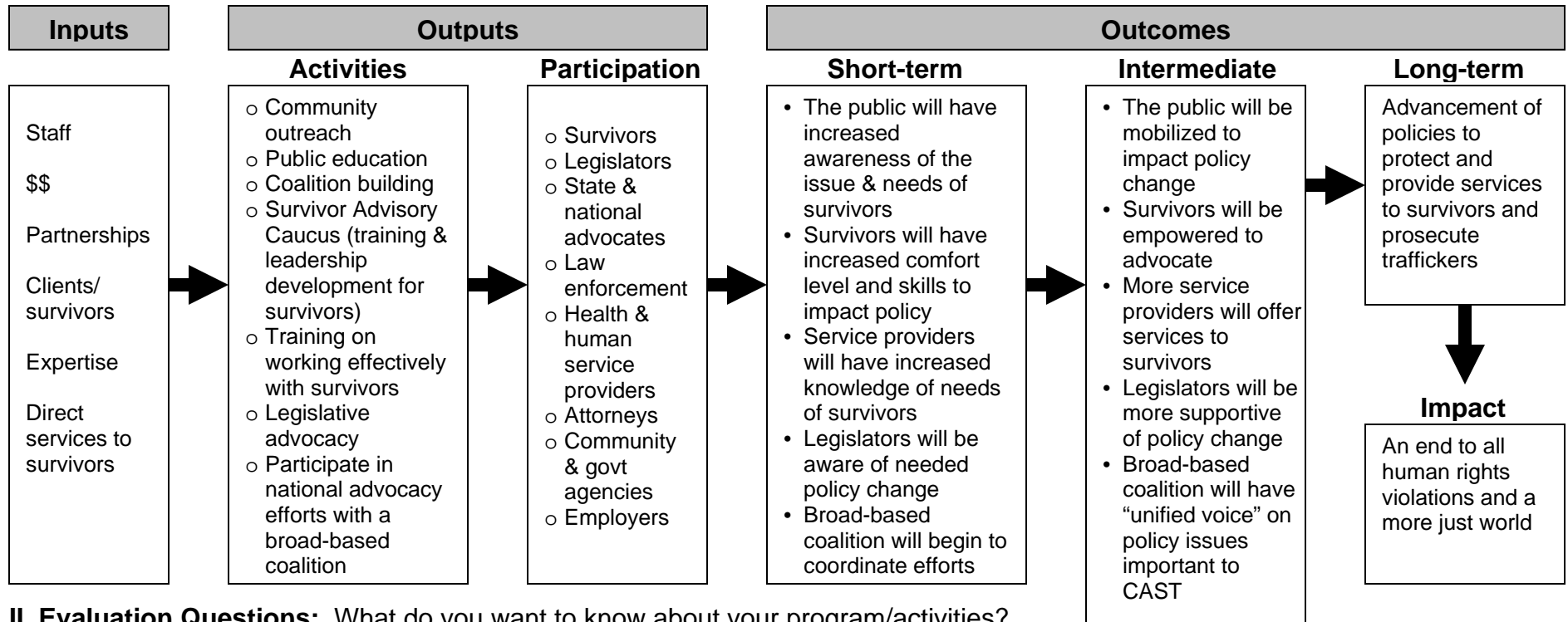
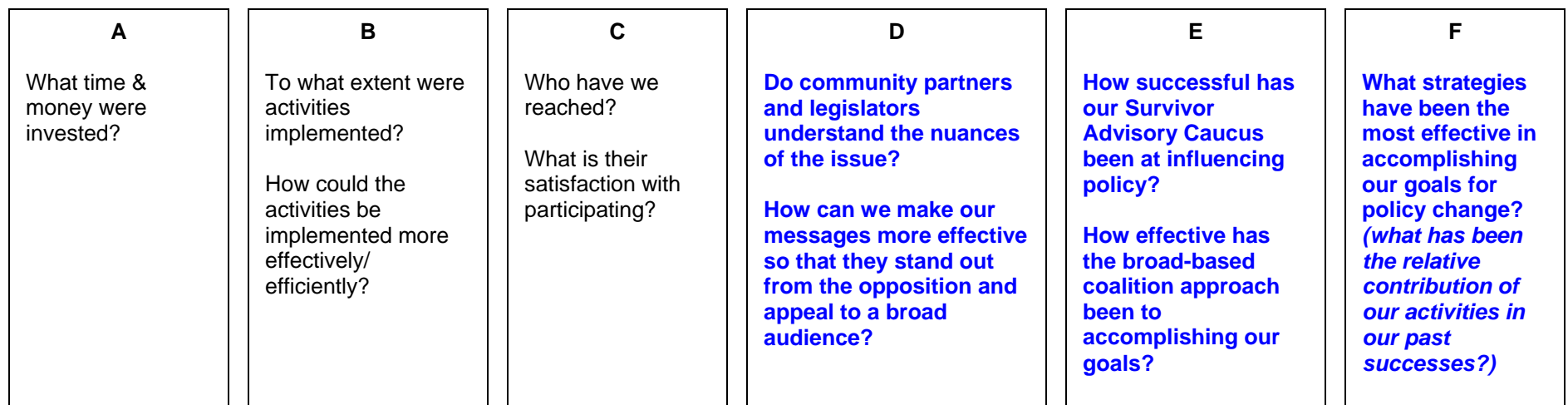


## Measuring the Impact of Advocacy and Policy Efforts: Case Study Example

### I. Logic Model of CAST's Advocacy Activities



### II. Evaluation Questions: What do you want to know about your program/activities?



## Measuring the Impact of Advocacy and Policy Efforts: *Case Study Example*

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### III. Evaluation Plan

Evaluation Questions	Possible Indicators: What information do you need to answer the question?	Data Source	Data Collection Method	Person Responsible & Timeline
Do community partners and legislators understand the nuances of the issue?	a. Increased understanding of the issue (and nuances) b. Increased understanding of opposition's arguments c. Accurate description of issue and policy solutions d. Increase in radio, TV, newsprint coverage e. Accuracy of media coverage on the issue	<ul style="list-style-type: none"> <li>• Community partners</li> <li>• Legislative champions</li> <li>• Media</li> </ul>	<ul style="list-style-type: none"> <li>• Survey/questionnaire</li> <li>• or interviews, focus groups</li> <li>• Observation</li> <li>• Media review &amp; content analysis</li> </ul>	
How can we make our messages more effective so that they stand out from the opposition and appeal to a broad audience?	a. Selection of message over opposition messages b. Increase media coverage on issue focusing on CAST messages (vs. other messages) c. Policy change	<ul style="list-style-type: none"> <li>• Community members</li> <li>• Media &amp; legislative documents</li> </ul>	<ul style="list-style-type: none"> <li>• Focus groups</li> <li>• Media review &amp; content analysis</li> <li>• Legislative review</li> </ul>	
How successful has our Survivor Advisory Caucus been at influencing policy?	a. # of visits with legislators/ testimonials by survivors b. Change in knowledge of how to influence policy c. Increase in self-report of involvement in policy work d. Visibility of survivors in legislature e. Policy successes	<ul style="list-style-type: none"> <li>• Survivors</li> <li>• Legislators</li> <li>• Legislative documents</li> </ul>	<ul style="list-style-type: none"> <li>• Logs of visits/testimonials</li> <li>• Pre/post training survey</li> <li>• Key informant interviews</li> <li>• Legislative review</li> </ul>	
How effective has the broad-based coalition approach been to accomplishing our goals?	a. Inclusion of CAST's policy goals in coalition legislative agenda b. Perception of value added c. Policy successes	<ul style="list-style-type: none"> <li>• Legislative agenda</li> <li>• Staff/board</li> <li>• Legislative documents</li> </ul>	<ul style="list-style-type: none"> <li>• Document review</li> <li>• Staff interviews</li> <li>• Legislative review</li> </ul>	
What strategies have been the most effective in accomplishing our goals for policy change? ( <i>what has been the relative contribution of our activities in our past successes?</i> )	a. Intensity of intervention b. Perception of factors influencing policy change c. Visibility of various activities	<ul style="list-style-type: none"> <li>• Program documentation</li> <li>• Legislators/policymakers</li> <li>• Key stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>• Activity logs</li> <li>• Key informant interviews</li> </ul>	