

Measuring the Impact of Advocacy and Policy Efforts

Public Policy Continuum: Idea to Implementation

Source: Grantmakers in Health, *Funding Health Advocacy*, Issue Brief No. 21, (February 2005)

	Problem Definition/ Solution Development	Advancing Solution/ Advocacy	Implementation
GOAL	<i>To clearly articulate problem and solution</i>	<i>To build political will to take action</i>	<i>To foster effective implementation</i>
COMPONENTS OF POLICY CHANGE	Research and analysis	Community organizing	Monitoring
	Polling	Polling	Lobbying
	Issue framing and messaging	Message refinement	Litigation
	Convenings	Public education and information campaigns	Public education
	Stakeholder engagement	Advocacy capacity of diverse stakeholders	Evaluation
	Solutions identification	Coalition building	
		Media advocacy	
		Educational materials for opinion leaders and policymakers	

Adapted from Holton, Ruth, The California Wellness Foundation, remarks at Grantmakers In Health Issue Dialogue, Funding Health Advocacy, November 3, 2004.