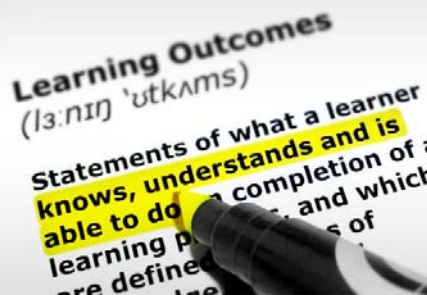


Regional Course on Communication and Advocacy for Agricultural and Rural Statistics

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Beijing, China

Advocacy Strategy: Developing a monitoring and evaluation Plan



- * Distinguish between levels of results: goals, outcomes, outputs
- * Develop a monitoring and evaluation plan for the advocacy strategy [Logical Framework]

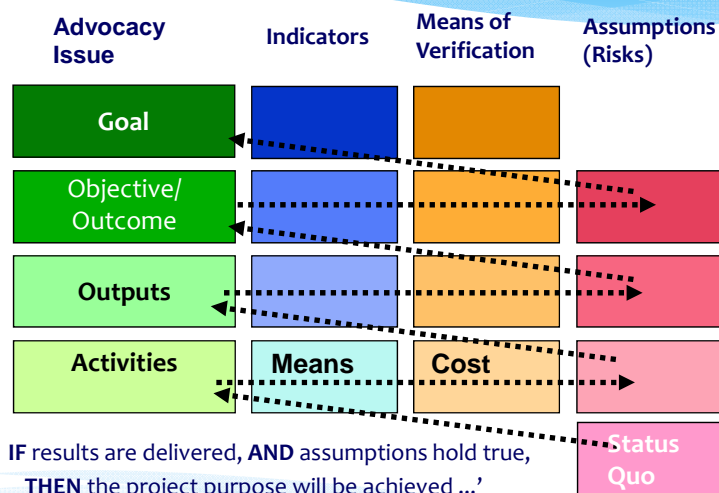


Reasons to measure and monitor

- * Adjust your advocacy strategy and tactics during implementation
- * Respond to changes
- * Demonstrate the value advocacy adds to an issue or cause
- * Inform planning of future advocacy
- * Mobilise additional resources
- * Account for funding and demonstrate results
- * Motivate you to sustain your efforts



Three Levels of Results (LogFrame)



4



Outputs

- * Our results or accomplishments
 - * Outputs help measure activities you planned and conducted.....
- “ Did we do what we said we are going to do?”



Outcomes

- * What our decision-makers do
 - * Measure of effectiveness-the effect of your activities
- “What action was taken by decision makers or stakeholders as a result of your advocacy work?”



Outcomes

- * Outcomes prove there is progress!
- “Were financial resources increased to ARS?”
- “Did decision makers make public statements in support of your issue?”
- “Did key stakeholders take some action such as creating a working group of all producers of ARS?”



Developing Indicators

What is an Indicator

Quantitative or **qualitative** factor or variable that provides simple and reliable means to measure achievement, to reflect changes connected to an intervention, or to help assess performance of an actor.

Example:

Budget allocation (\$\$\$ dollar amounts) allocated to ARS



Tracking Progress in Achieving Results

Advocacy Issue	Indicators	Means of Verification	Assumptions (Risks)
Goal			
Objective/ Outcome			
Outputs			
Activities	Means	Cost	
			Status Quo



What makes a good indicator?

- * Must be SMART [Specific, Measureable, Achievable, Relevant, Timebound]
- * It must be verifiable by the evaluator and a third party.
- * It must be linked to the results intended or to significant changes in the advocacy issue.
- * It must be manageable to collect, present and to track over time.



Output Indicators

“ Did we do what we said we are going to do?”

Examples:

- * Number of decision makers you met
- * Number of meetings you had
- * Number of press releases/statements



Outcome Indicators?

“Were financial resources *increased on a sustainable basis?*”

“Did decision makers make public statements *in support of your issue?*”

“Did key stakeholders *take the specific action you are advocating for?*”





Group Work:
Preparing Parts of the Logframe



Top 3 Learnings?

