



Measuring impact of advocacy - from theory to practice of change

Alfiya Battalova (she/her)
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Land Acknowledgement

I would like to acknowledge that I am presenting here today on the traditional, ancestral and unceded territory of the Coast Salish peoples—Sḵwx̱wú7mesh (Squamish), Səlílwətaʔ/Selilwitulh (Tseil-Waututh) and x̱wməθḵwəyəm (Musqueam) First Nations.



Learning Objectives

1. Understand the importance of evaluating advocacy

2. Explore the challenges of evaluating advocacy

3. Assess the different approaches to advocacy evaluation



The importance of evaluating advocacy

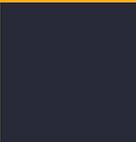


Defining Advocacy

- **Advocacy as a goal**
 - Supporting, promoting, or defining a certain cause or proposal as an attempt to change laws, policies, practices, and attitudes
- **Advocacy as a strategy/activities**
- Most nonprofits combine advocacy with the provision of services, usually their primary goal



Why do we need to evaluate advocacy?

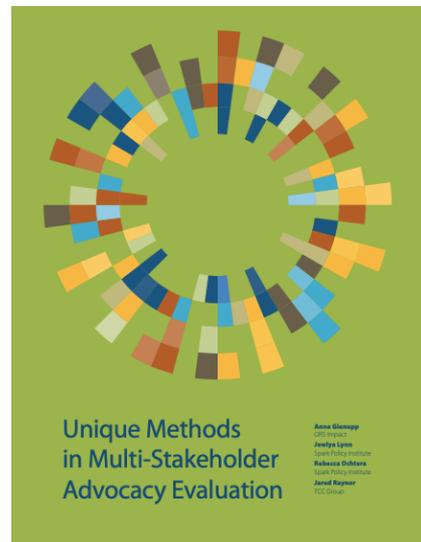
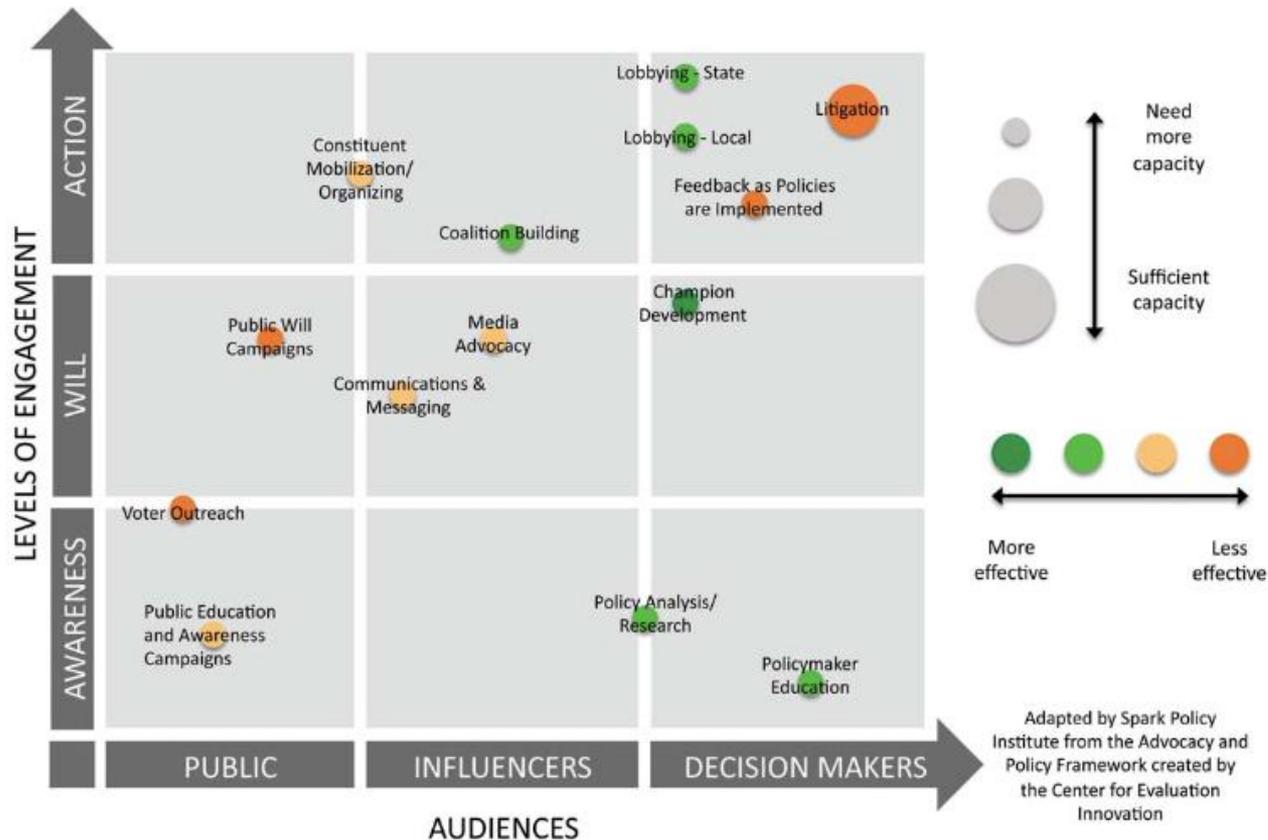
- ❖ Learning around complex advocacy issues
 - ❖ Garnering increased financial support for advocacy work
 - ❖ Demonstrating change through advocacy
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Challenges of evaluating advocacy

Pitfalls of standard measurement to advocacy work

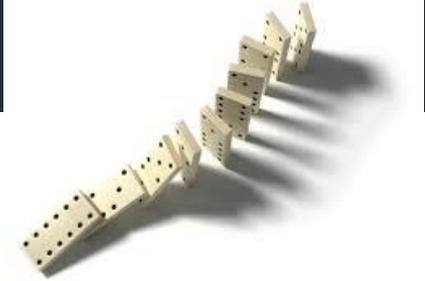
- Advocacy is messy
- Advocacy relies on cooperation (might be challenging to rely only on measuring the social media campaigns)
- One size does not fit all
- Advocacy is often adversarial
- Overemphasis on short- over long-term goal



Perceptions of field-wide advocacy capacity in an emerging climate adaptation field. This analysis indicated that advocates saw too few organizations and too few capacities available to act on the opportunities in the policy arena. It further highlighted that litigation capacity, a core strategy of many of the field actors, was not effective in this issue area.

Gienapp, A., Lynn, J., Ochter, R., Raynor, J. *Unique Methods in Multi-Stakeholder Advocacy Evaluation*. TCC Group. <https://www.tccgrp.com/resource/unique-methods-in-multi-stakeholder-evaluation/>

Contribution analysis



- The limits of cause-effect determination
- Contribution analysis focuses on identifying *likely influences*.
- A multitude of interacting variables and factors and alternative explanations and hypotheses
- An independent, reasonable, and evidence-based judgment based on **the cumulative evidence**

Rethinking Theory of Change

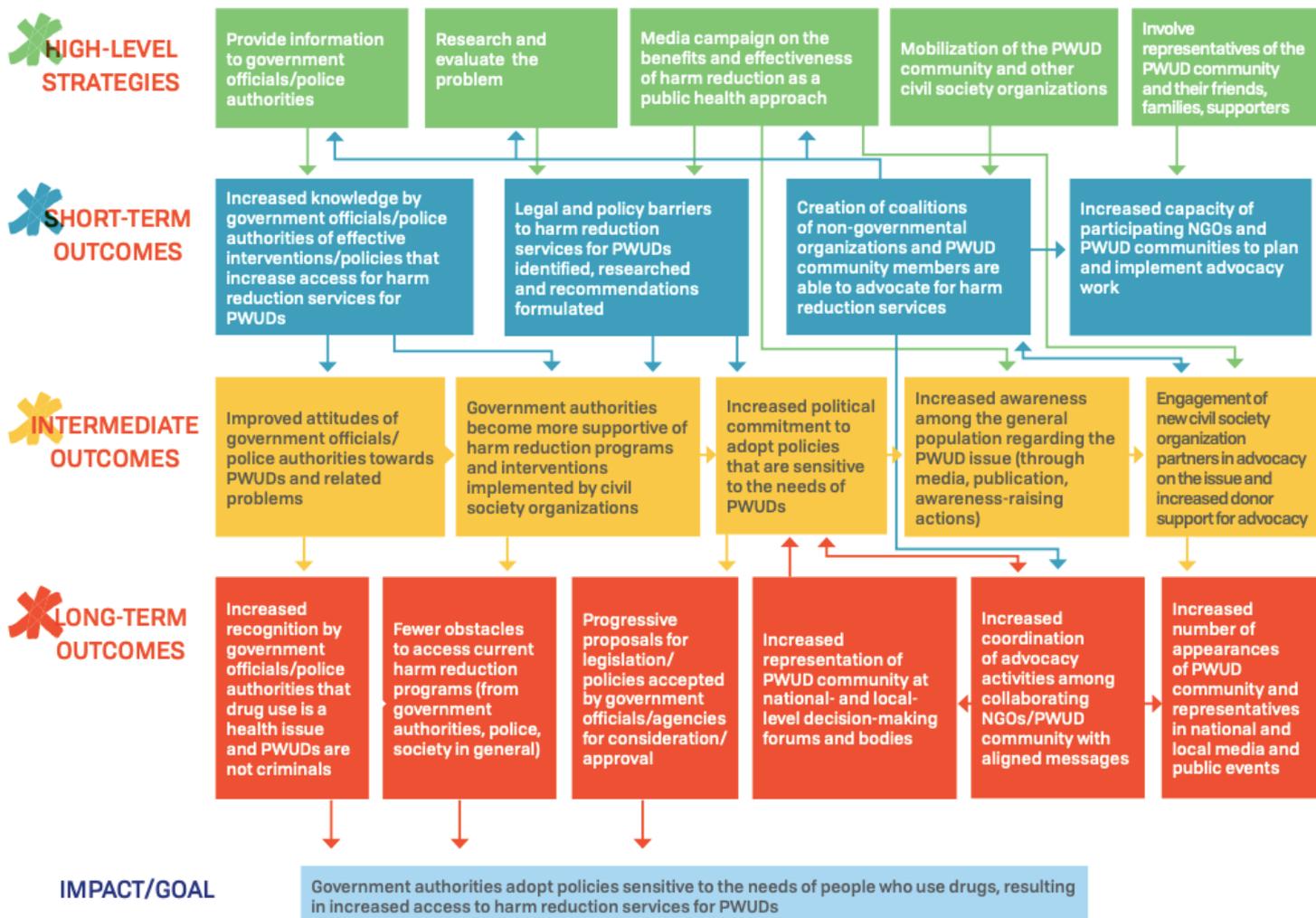
Practices of changes

- Strategies, recursiveness, and human interactions

Progress over time (including small steps, practices changed, strategies adapted, and achievements)

Reflection on the practices together

Establishing plausible connections between these practices and changes (even if these changes occur over a long time period)





Different approaches to advocacy evaluation

What to evaluate?

Advocacy capacity (e.g., level of organizational readiness, institutionalized support for advocacy, organizational commitment to and resources for advocacy)

Advocacy network (e.g., organization's membership, calls to action, relationships with key decision makers)

NAME	DESCRIPTION	PURPOSE	SUITABLE FOR
Bellwether Methodology	Structured interview with thought leaders in the concerned policy's domain to gauge the influence caused by the advocacy drive	Figure out influence on a policy and how it affects policymakers' decision	Gauging the progress of an issue in policymaker's agenda; Forecasting outcome of the efforts made; Finding out awareness caused through campaign
Policymaker Ratings	Advocates rate individual or group of policymakers based on their level of support perceived and influence they hold to affect concerned policy	Analyze support and influence of individual policymakers on the issue	Predicting the likelihood of campaign to sway policymaker decision
Intense Period Debriefs	A focus group or selected activists participate in "debrief type" interviews after an intense activity period giving their perspective of public response, the strategies adopted and outcome during that period.	Keep record of key advocates' behind-the-scenes account of the turn of events during a period of high activity	Filling data gaps after a campaign has concluded; Using hindsight knowledge to improve future decision-making
System Mapping	Visual mapping of teams, people or institutions to pinpoint where communication needs to improve within the system and then establish ways to measure the changes	Improve an organization's functioning and build relationship among its parts and players	Finding where changes are necessary within the organization; Streamline the work and impact of all the branches of organizations who work globally or across various regions.

E-advocacy

- Efficiency in terms of costs and benefits
- Possibilities for engaging in advocacy over distances and for mobilizing new groups and supporters
- Online petitions, blogs, and social media
- “Clicktivism”
- From attention to action

MONTHLY STAFF REFLECTION SUMMARY

MONTH, YEAR

DATE

NEW ACTIVITIES/KEY ACCOMPLISHMENTS

CHANGING ENVIRONMENTS/CONTEXTS

THINGS TO FOCUS ON IN MONTH AHEAD

POTENTIAL ACTION ITEMS/ADVOCACY

Recognizing advocacy
in the midst of other
work

Planning for Advocacy Evaluation

Ensure

Ensure that advocacy is included in the development of theory of change and evaluation plan

Use

Use methodological approaches that move beyond the cause-effect logic

Look

Look at the whole and the parts (interactions, intermediate outcomes)

Make

Make advocacy evaluation an organizational priority

Questions to consider

- What aspect of policy change will occur as a result of the strategies involved in a specific campaign?
- What indicators will signify progress for these outcomes?
- What type, level, duration and quality of activities contribute to these outcomes?
- Which partners will collaborate to achieve these outcomes and in what ways?
- What external conditions might affect the achievement of these policy outcomes?

Resources

- ❖ [The Advocate's Evaluation Toolkit by Spark Policy Institute](#) provides accessible step-by-step guidelines to building and implementing an evaluation plan.
- ❖ [The Aspen Institute's Advocacy Planning and Evaluation Program](#) offers online tools to build an advocacy theory of change and evaluate both domestic and international campaigns.
- ❖ [The Center for Evaluation Innovation](#) provides resources on the evaluation of systems change efforts as well as of policy advocacy, including several case studies.
- ❖ [The Innovation Network](#) provides a clearinghouse of advocacy evaluation resources at their Point K Learning Center
- ❖ [ADVOCACY AND SOCIAL JUSTICE: MEASURING IMPACT](#)
A monitoring, evaluation and learning guide on legal advocacy provides multiple tracking tools

Thank you!



alfiya@pacificaidnetwork.org



@AlfiyaBatta