

8 STEPS TO DEVELOP A POLICY ADVOCACY EVALUATION PLAN

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Innovation Network identified these eight key steps in our current effort to evaluate one U.S. federal policy change campaign. These steps may have similar usefulness in evaluations of other policymaking initiatives.

1. Where is the issue located on the following policymaking continuum?

Where an issue is located on the policymaking continuum will affect all aspects of an evaluation.

- Problem Definition
- Policy Formulation
- Agenda Setting
- Policy Change/Adoption
- Policy Implementation
- Policy Evaluation
- Impact: Positive Change (in people's lives, health, environment, conditions)

2. Is the policy change campaign legislative, judicial, executive/administrative, a ballot measure/initiative, or is it a multi-pronged effort?

Each approach will incorporate different theories of change and employ different strategies and tactics to affect its intended shorter-term outcomes.

3. What role does the group/campaign/coalition play in this and future phases of policymaking?

Does it play a narrow role with limited intended outcomes? Is it a coalition effort that embraces a full menu of intended change?

4. What dimensions of success are relevant to stakeholders?

Beyond policy, do the stakeholders seek or value other types of changes? For example, in international advocacy frameworks, the dimensions commonly include:



- *Policy outcomes*: changes in policies, practices, programs, or institutional behavior
- *Civil society outcomes*: strengthened capacity of organizations to continue the work and/or undertake new advocacy
- *Democratic outcomes*: new channels for organizations to be involved in future policymaking/public decisions
- *Citizen empowerment/citizenship building/people-centered outcomes*: improved abilities of marginalized or disadvantaged people to organize to affect policymaking/public decisions
- *Individual outcomes*: improvements in the conditions of individuals

5. Identify a chain of outcomes, leading to the intended policy change.

Base these chains on experience, literature in the field, and the theory(ies) of change within the campaign.

6. Identify indicators & measurement systems for those changes.

7. Identify strategies to affect those outcomes/changes.

Common categories for strategies in legislative campaigns include:

- Research
- Policy analysis & legislative law
- Coalition building/maintenance
- Media/public relations
- Lobbying
- Mobilization

8. Prioritize.

Public policy advocacy is complex work. You likely can't measure everything; don't let that stop you from measuring some things.