

# CTIP M&E Toolkit: RESOURCE SUMMARY

## Tracking Progress in Advocacy: How and Why to Monitor and Evaluate Advocacy Projects and Programmes (INTRAC for Civil Society, Maureen O’Flynn, 2009)

The first part of this resource summarises what advocacy is; how it is delivered (e.g., lobbying, campaigning and awareness raising); different advocacy approaches (e.g., stage progression, focusing on ‘dimensions of change’); and why and how it can be monitored and evaluated (pages 1-5). It also cites valuable sources which may be of interest to those wanting to research further.

A diagram (page 5) provides a clear visual break down of how monitoring and evaluation (M&E) of advocacy can be included in a program or in project activities, and key monitoring stages to include. It provides examples for future planning, and a way that programmes can be assessed by their monitoring systems.

The second part of the resource provides guiding considerations for advocacy M&E, each suggesting how that area can be addressed, including (pages 6-8):

1. Clearly defining advocacy goals and objectives;
2. Stakeholder participation;
3. Milestone development and potential indicators (see Footnote below for an important note on this section.<sup>1</sup>);
4. Development of simple advocacy systems;
5. Intelligent reflection periods.

Annex 1 - provides a useful chart detailing approaches to Advocacy M&E, including pros and cons summary of each approach.

Annex 2 – lists common methods for monitor Advocacy and valuable descriptions of their use. These include

- Focus group discussions
- Surveys
- Meeting observation checklists
- Meeting documentation forms
- Activity recording
- Logs
- Media tracking forms
- Policy tracking analysis
- Monitoring policy implementation timelines
- Quotes logs

<sup>1</sup> The specific indicators should be used with caution: The table mixes up indicators with activity and outcome *statements* in places and the indicators included are not robust.