

How to monitor and evaluate advocacy work

Monitoring and evaluating advocacy work is fairly new terrain. Reasons for tracking the impact of gender and media advocacy may vary and the reason for evaluating the work will determine the techniques to be used. Some of the incentives for monitoring and evaluation include:

- To prepare credible funding reports
- To demonstrate to colleagues and partners that advocacy work is a cost-effective way of improving gender equality in and through the media
- To learn from experience⁴⁶

There are different types of evaluations and what you will use should be chosen based on your original goals and objectives, and the resources available. The types of evaluations include⁴⁷:

Process Evaluation –examines whether activities are reaching the intended audience, are occurring as planned and are adequately funded. This is the least expensive and most simple type of evaluation, and should be done continuously throughout the advocacy and lobbying to ensure that objectives are still on target, and it addresses questions such as:

- How many opinion leaders received information?
- How many pieces of educational or informational material were distributed to the public?
- How many presentations or meetings have been held with media opinion leaders?
- How many favorable articles have appeared in the media?
- How many members does the organization or its network have?

Outcome Evaluation – measures the immediate impact and results from this type of evaluation will indicate progress toward meeting the objective. Questions posed in this type of evaluation include:

- Has awareness of gender and media issues among opinion leaders in the media and/or in the general public increased?
- Did the target organization's policies change as a result of the activities? • Was there a measured increase in the public's support of these policies?

Impact Evaluation – examines the progress made towards long-range goals. This is the most expensive type of evaluation and is used to examine only the most ambitious advocacy efforts. This type of evaluation may take place three to five years after advocacy activities. Impact evaluation addresses questions such as:

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⁴⁶ Handbook on Advocacy Strategy and Technique Development, edited by Flor Caagusan, Institute for Popular democracy, Manila Philippines

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- Was there a change in the percentage of women as sources and news subjects in the media?
- Was there an increase in the development and use of gender editorial policies, guidelines and codes by the media?

Developing Indicators

Impact and outcomes, and management indicators are recommended for evaluating advocacy. Impacts and outcomes are about advocacy's contributions to building democratic goals which include participation and equity, building civil society and building sustainability. Impacts may either be direct consequences of advocacy on the policy itself or are results that fulfill other underlying advocacy objectives. Management focuses on processes and capacity.⁴⁸

Indicators are explicit measures used to determine performance. The best indicators are simple, easy to collect and analyze, and show levels of progress towards achieving results. They should be designed to reflect change at different levels. A good way of viewing indicators is to see them as 'milestones' along the path you are traveling.⁴⁹

Indicators also can be developed within the Awareness, Knowledge, Attitude and Behavior (AKAB) framework, and areas to be assessed would include⁵⁰:

Expanded public and private dialogue and debate (awareness)

What increase has there been in:

- Coverage and discussion in the news media?
- Problem solving dialogue?
- Focus and discussion in entertainment media?
- Debate and dialogue in the political process?

Increased accuracy of the information that people share in the dialogue/debate (Tracking progress towards increasing knowledge)

- Are people becoming more informed about the issue?
- Are stereotypes being dispelled?
- Are people discussing different perspectives on the issue?

Shifting attitudes

- Are there signs of increased sensitivity on the issue?
- Are people more accepting of different perspectives on the issue?
- Is there reflection on existing social norms and cultural values (that currently might stand in the way of behavioral change)?

Change in behavior

- Are people taking action as a result of being informed and influenced?

⁴⁸ Handbook on Advocacy Strategy and Technique Development, edited by Flor Caagusan, Institute for Popular democracy, Manila Philippines

⁴⁹ Making a Difference Strategic Communications to end Violence Against Women, Jenny Drezin and Megan Lloyd-Laney, editors, UNIFEM 2003

⁵⁰ Making a Difference Strategic Communications to end Violence Against Women, Jenny Drezin and Megan Lloyd-Laney, editors, UNIFEM 2003

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- What are their actions, and what outcomes are emerging?
- Are people getting involved in campaigns, becoming advocates themselves?
- How sustained has this behavioral change been to date, and what signs are there of the change being sustained in the future?