

## Foundation module 5

### Advocacy

## Section 7 Planning, monitoring and evaluation

### Exercise 1



## Monitoring and evaluating advocacy

### Purpose

By the end of this exercise, participants will be able to understand:

- the principles for monitoring and evaluating advocacy
- what they can look for to help monitor and evaluate the progress of the advocacy.

### Timeframe

60 minutes

### Resources

- enough copies of **Section 7**, **Handout 4** Examples of indicators and activities, **Handout 5** Examples of long-term outcomes and **Handout 6** Table of activities, outputs and indicators of outcome and impact
- flipchart paper and pens

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### Method

- 1 Divide the participants into small groups and ask them to discuss:
  - **Who** needs to monitor **what** on a regular basis in advocacy?
- 2 In plenary, ask the participants to share their responses and list the main points on flipchart paper. Group them under two headings:
  - **the advocacy process**, keeping track of your activities
  - **the results of the advocacy work**, signs that you are making progress towards achieving your objectives.

Emphasise that:

- monitoring is essential to respond to unpredictable changes and take advantage of new opportunities
- monitoring **must** be simple, timely and accessible





- based on a very simple framework, you need to respond to what you learn, and communicate with everyone involved in the advocacy.
  - you need to monitor process and its results (progress towards achieving the changes you seek)
  - you need to use milestones and indicators to assess progress.
- 3** Divide the participants into groups again and ask them to look at different advocacy **activities** and consider:
- **outputs**
  - short-term and intermediate **outcomes**
  - long-term outcomes and **impact**.

Ask them to discuss how they would identify whether they have achieved these (what would be the signs, or **indicators**, to show whether or not they were making progress). Give them **Handout 4** and **Handout 5** to help prompt the sort of changes they might look for, and how they could assess this change in an emergency situation.

Ask them to copy the table in **Handout 6** on to flipchart paper and fill in the table with their results.

- 4** In plenary, ask each group to share their main points and facilitate a discussion on these.

