Learning How to Measure Your Advocacy Efforts

An Introductory Webinar

October 4, 2018

Co-sponsored by:

Presented by:
Our mission is to improve health by promoting health equity in our region through community engagement, grants, research, education, and policy.

LEARNING CENTER CLASSES

https://www.interactforhealth.org/learning-center
Our mission is to address the unmet health needs of Kentuckians. . .

www.healthy-ky.org/events/health-for-a-change
Do it!

We want to hear from you.
Introductions

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About Innovation Network

Our work is concentrated in six practice areas:
**Advocacy Evaluation Learning Plan**

**Purpose:** Provide foundational knowledge about advocacy evaluation to better support you in your work and to strengthen the health advocacy field.

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<th>October 4</th>
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<td><strong>Introductory Webinar</strong>&lt;br&gt;One-hour webinar to provide an overview of Advocacy Evaluation, introduce relevant approaches and theories associated with measuring advocacy efforts.</td>
<td><strong>In-Person Workshop</strong>&lt;br&gt;Half-day training covering:&lt;br&gt;• Evaluation <strong>Frameworks</strong>&lt;br&gt;• Evaluation <strong>Planning</strong>&lt;br&gt;• Advocacy Evaluation <strong>Methods</strong></td>
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Goals for today’s webinar

Define evaluation and reflect on its value

Define and demystify advocacy evaluation

Highlight an advocacy evaluation case example

And to develop a shared foundation for the in-person workshop
What is evaluation?
And why we do it?
Evaluation is

the **systematic** determination of the **quality** or **value** of something

— Scriven, 1991
Why evaluate?

Support **program planning** and **strategic planning**

**Communicate** more clearly to build support for your work

**Show impact**—so you know the difference you’re making

We believe the power of evaluation lies in **learning**.
POLL:

Why do you evaluate? (Choose your top priority)
How do we go about conducting evaluations?
Engage Stakeholders

Describe the Initiative

Focus the Evaluation Design

Gather Credible Evidence

Justify Conclusions

Ensure Use & Lessons Learned

Evaluation Lifecycle

Adapted from (CDC,2015) Practical Strategies for Culturally Competent Evaluation
Engage Stakeholders

Consider all the **people and organizations** that have a stake in the evaluation.
Engage Stakeholders

Consider all the **people and organizations** that have a stake in the evaluation

**KEEP IN MIND**

- Who are your **stakeholders**?
- What **approach** would you use to engage?
- What **factors** might help or hinder your engagement?
Describe the Initiative

Create a common understanding and agreement of the program or initiative’s purpose and goals
Describe the Initiative

Create a common understanding and agreement of the program or initiative’s purpose and goals.

**KEEP IN MIND**

Consider a *theory of change* or logic model.

Be *clear* with your language and definitions.

Is the initiative being *implemented* as planned?

What are your *indicators* for success?
Focus the Design

Design an evaluation considering **stakeholder interests**, **context**, **evaluator expertise**, and **resources**.
Focus the Design

Design an evaluation considering **stakeholder interests**, **context**, evaluator **expertise**, and **resources**

**KEEP IN MIND**
- Purpose
- Users
- Methods
- Timelines
- Roles
- Context (e.g., culture)
Gather Evidence

Collect data **systematically**, and use multiple sources and methods to be as **inclusive** as possible.
Gather Evidence

Collect data **systematically**, and use multiple sources and methods to be as **inclusive** as possible.

**KEEP IN MIND**

- **Where** can you find information?
- Is the information **trustworthy**?
- What are the **resources** necessary to gather the desired information?
Justify Conclusions

Link the evaluation findings to the values/standards of the stakeholders
Justify Conclusions

Link the evaluation findings to the values/standards of the stakeholders

KEEP IN MIND

Which stakeholder values provide the basis for forming judgments?

How will evaluation findings be analyzed?

How do you go about interpreting the findings?
Ensure that the evaluation findings are disseminated and used appropriately.
Ensure Use

Ensure that the evaluation findings are **disseminated** and **used appropriately**

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**KEEP IN MIND**

How can you provide space for **feedback**?

How can you **share** results in a digestible, timely, and unbiased manner to **multiple** stakeholders?

How will you **follow-up** on the evaluation?
Engage Stakeholders

Describe the Initiative

Focus the Evaluation Design

Gather Credible Evidence

Justify Conclusions

Ensure Use & Lessons Learned

Adapted from (CDC, 2015) Practical Strategies for Culturally Competent Evaluation
What is advocacy evaluation?
And how is it different?
Advocacy Evaluation is a **systematic** process of inquiry to assess how and to what extent we **influence** social change.
Advocacy Evaluation Elements:

Flexible boundaries
May change with partnerships and external factors
Advocacy Evaluation Elements:

- **Flexible boundaries**

- **Uncertain timeframe**
  May change often due to external factors
Advocacy Evaluation Elements:

- Flexible boundaries
- Uncertain timeframe
- Interim goals
  - Milestones are necessary to show progress towards long-term goals
Advocacy Evaluation Elements:

- Flexible boundaries
- Uncertain timeframe
- Interim goals
- Success can look different
  Definition of success can change depending on the environment
Advocacy Evaluation Elements:

- Flexible boundaries
- Uncertain timeframe
- Interim goals
- Success can look different
- Contribution, not attribution

Because organizations often work in coalitions, it is their contribution to the work that is often measured.
Advocacy Evaluation Elements:

- Flexible boundaries
- Uncertain timeframe
- Interim goals
- Success can look different
- Contribution, not attribution
- Methods should fit the work

*Flexible, fast-paced* real-time evaluation and *participatory* methods can be a better fit for advocacy evaluation than structured designs.
Which element is most relevant to the way you conduct your work?
What does advocacy evaluation look like?

Let’s look at an example.
Evaluating 3 State Advocacy Campaigns to Close Youth Prisons

**Evaluation Goals:**

- Support regular *reflection* and *learning* within and across state campaigns
- **Document** lessons learned
Reevaluating the Cycle

- Engage Stakeholders
- Describe the Initiative
- Justify Conclusions
- Gather Credible Evidence
- Focus the Evaluation Design
- Ensure Use & Lessons Learned

Equity
Evaluation Design

**Big Question:** What can funders, advocates, and the field learn from this model of advocacy?

**Evaluation Questions:**
1. What are the state campaigns **doing**?
2. What **milestones or successes** have the campaigns achieved in the past year?
3. What **factors have contributed** to milestones or successes?
4. How has the **TA Provider contributed** to the state campaigns?

**Evaluation Elements:**

**Evaluation Planning:**
- Evaluation questions
- Data collection methods
- Analysis plan

**Data collection:**
- Reflection meetings
- State-level interviews
- National-level interviews
- Video conference

**Analysis and Reporting:**
- Webinar
- Final report
Additional Ways to Gather Evidence

- Surveys
- Tracking Outcomes
Kick-Off Meetings

Before the project launch, the entire evaluation team met with the program funder, TA provider, and state campaign lead(s)

GOALS:

• Clarify the scope of the evaluation
• Confirm timeline
• Understand state campaigns, current efforts, and their needs

TAKEAWAY

Invite diverse stakeholders to the room

Gain a deep understanding of the work
This can allow for flexibility in your design and infuse the evaluation into current work
Reflection Meetings

Facilitated all-day reflection meetings in each state using a participatory approach

GOAL:
• Reflect on current campaign efforts, identifying successes and challenges
• Gather information about individual state campaign efforts

TAKEAWAY
Fit methods to the work
Include a strong facilitator who provides an objective perspective

Gather credible evidence
Justify conclusions
Interviews

Conducted 15 interviews at the state-level (five in each state), and six interviews at the national-level

GOALS:
• Gather additional insight and perspectives
• Have another data source to complement the reflection meetings

TAKEAWAY

Given limited resources, be purposeful about who you interview
If possible, it is always best to collect data through multiple methods
Bring in perspectives to get at the breadth as well as the depth of the work

Gather credible evidence
Preliminary Findings

Presented high-level findings from reflection meetings and interviews to states through an interactive webinar

GOALS:

• Share and enable state campaigns to engage with findings
• Hear state campaign interpretation of the findings
• Provide guiding questions to help campaigns strategize

TAKEAWAY

Think about your audience and purpose for sharing
Consider what methods work best for your audience to digest and use the findings

Justify conclusions
Ensure use & lessons learned
Additional Conversations

Held an hour long video conference with each state campaign

GOALS:

• Use the guiding questions to frame what state campaigns have done so far
• Identify any gaps or needs the state campaigns may have

TAKEAWAY

Be flexible with your evaluation design
Be reflective about your evaluation process and be open to changing your approach

Gathering evidence  Ensure use & lessons learned
Reporting

Develop a document that captures learnings to-date across states

GOALS:
• Share lessons learned from the campaigns
• Formally document state campaign efforts

TAKEAWAY

Consider the audience and goal of the evaluation
Share information in a way that best fits its intended use

Ensure use & lessons learned
Need more info?

We got you.
pointk.org/resources

Evaluation Plan Builder
Logic Model+
Indicators & Data Collection Methods

Logic Model Builder
Activities, Outputs, Outcomes, Goals & Assumptions

Hundreds of Evaluation Resources
Tools, Methods, Case Studies & More!
Post-Webinar Survey

• Give your feedback
• Suggest future topics
• Only takes three minutes!