

Evaluating Advocacy and Communication: Challenges and Solutions

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Dr Glenn O'Neil

*oneil@owlre.com
www.owlre.com*



Aim of communications & advocacy?



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Communications



**Knowledge, attitudes
& behaviour of
publics**



Advocacy

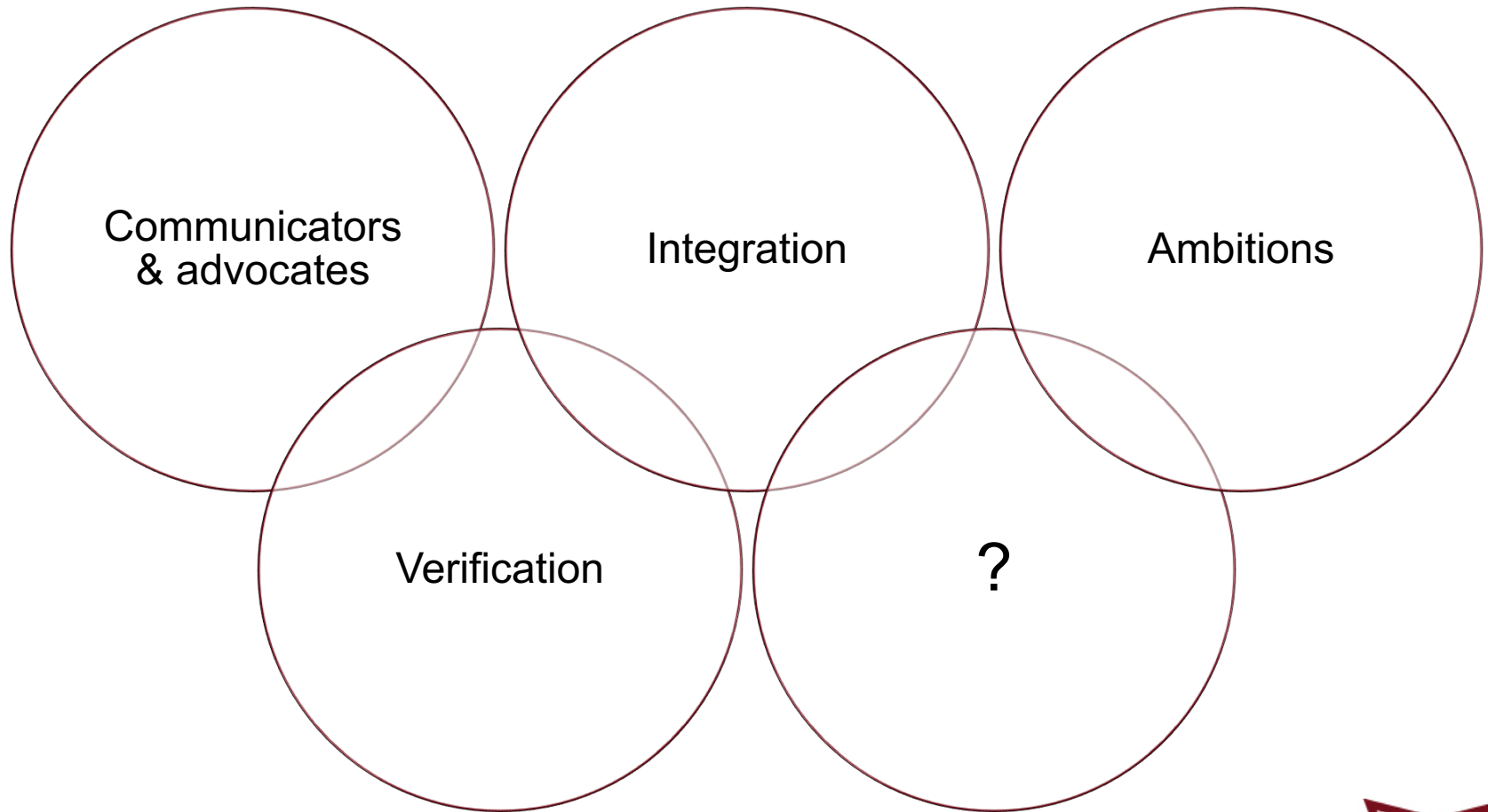
**Policies & practices
of institutions**



Evaluating advocacy & communications

- *It is possible* to evaluate advocacy and communications
- Methodologies, methods exist and are accessible, affordable...*and are used!*
- However, challenges do exist...

Challenges



Communicators & advocates

- Tend to be “doers” – focus on action
- Less focus on strategy and evaluation
- Often lack the know-how and/or time to monitor and evaluation the results of their actions



Integration

- Monitoring and evaluation often weakly integrated into communication and advocacy plans
- If it is present:
 - It is often not followed up and properly resourced
 - Focused on the less significant (outputs) and often carried out only afterwards

Ambitions

“Find better ways to grow, share and live together where everyone on the planet always has enough to eat”

“Focus the world’s attention on the value of humanity and humanitarian gestures”

A balance has to be found between the *ambitious* and the *achievable*

Ambitions

Ambition

50 million supporters

100% smoke-free district

Achievement

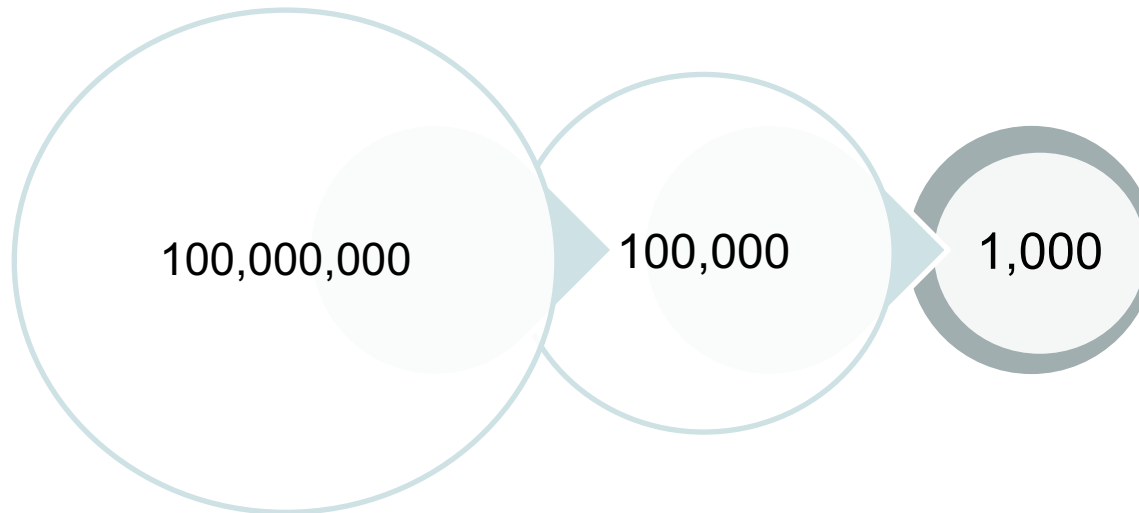
1 million

0.5%

Reach

Engage

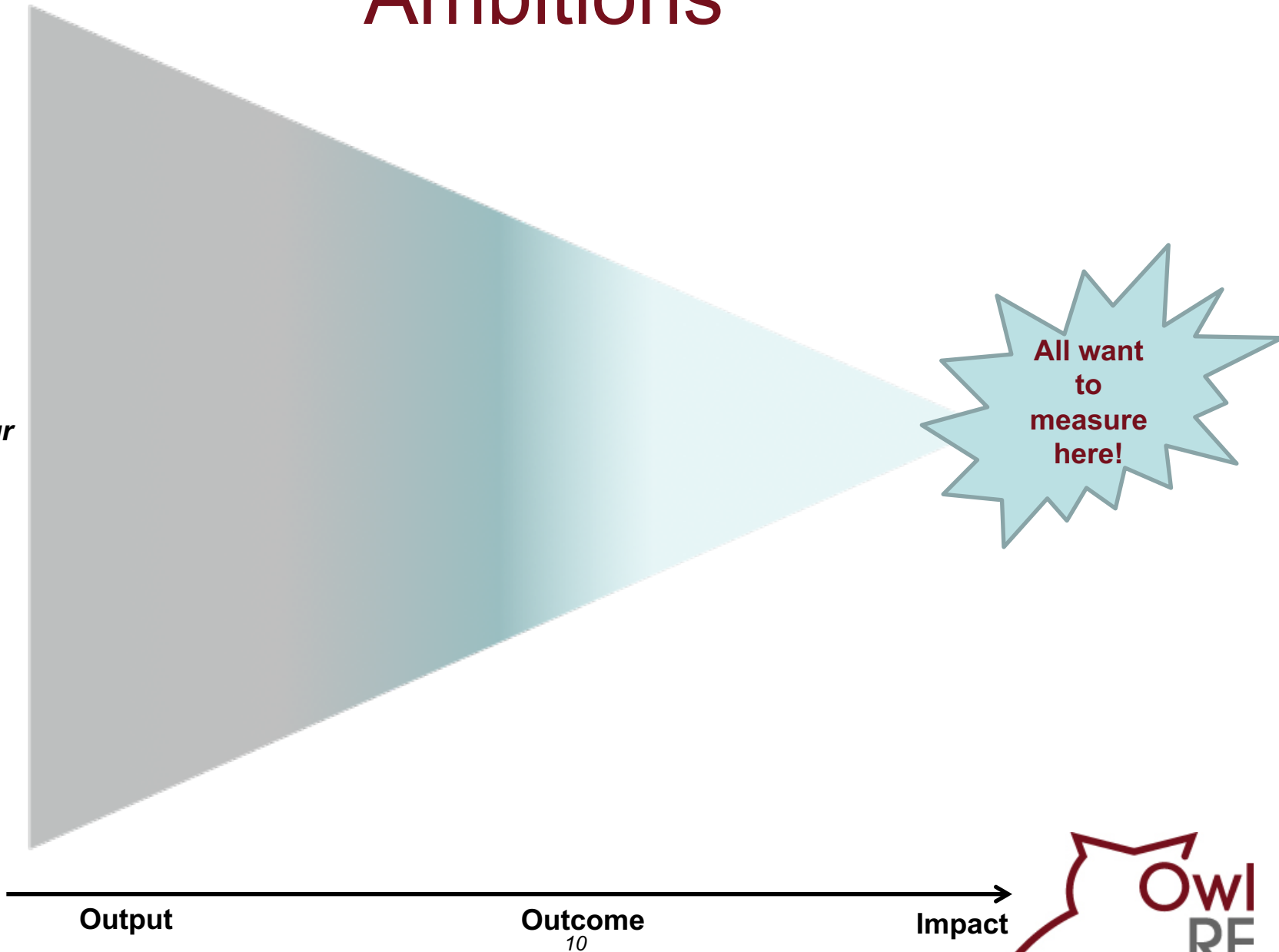
Act



0.1% from reach to act

Ambitions

Level of *your*
influence



Output

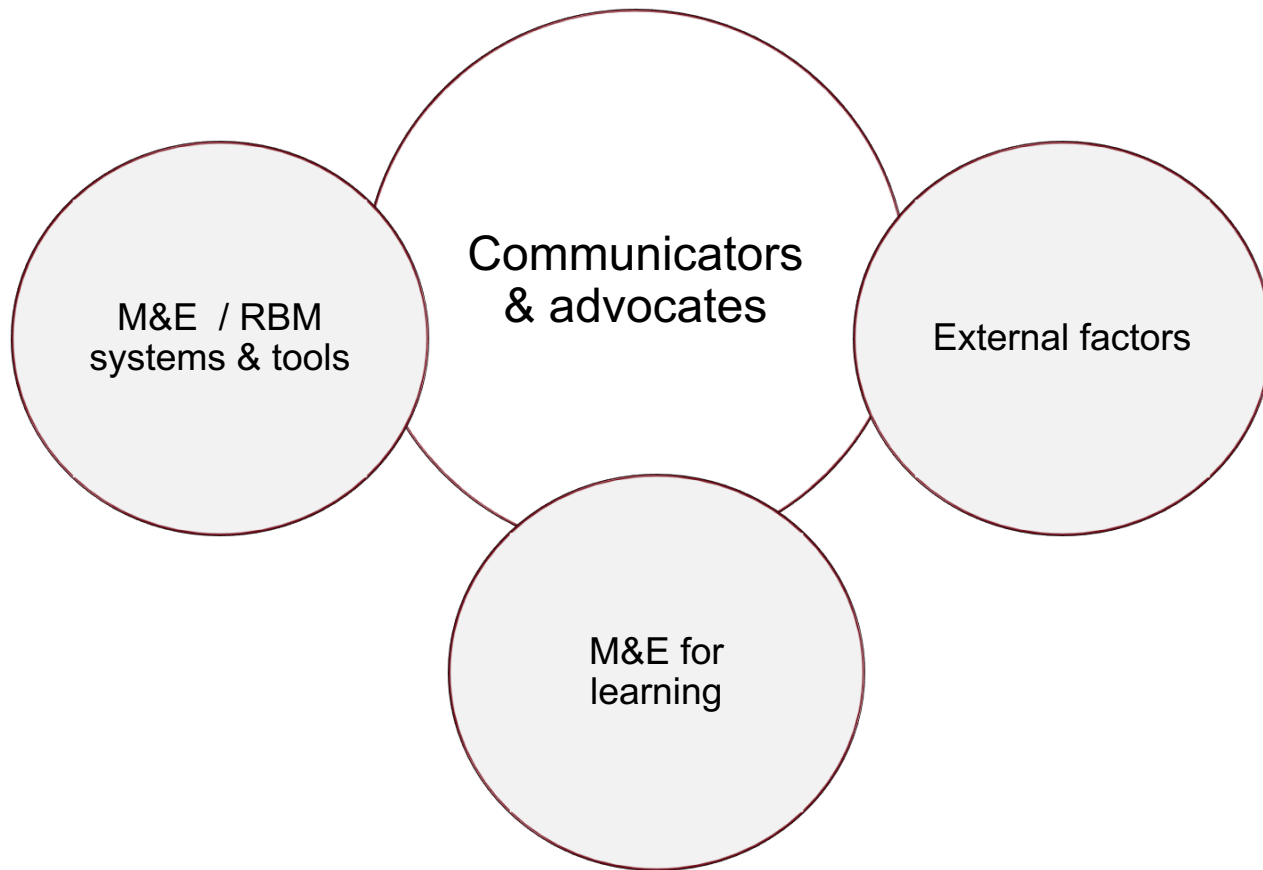
Outcome
10

Impact

Verification

- How can we determine what was the contribution of communications to any change seen?
- Will audiences (and “targets”) be truthful in explaining the influence of an advocacy action on them?

Solutions



Solutions

**Awareness –
to whom?**

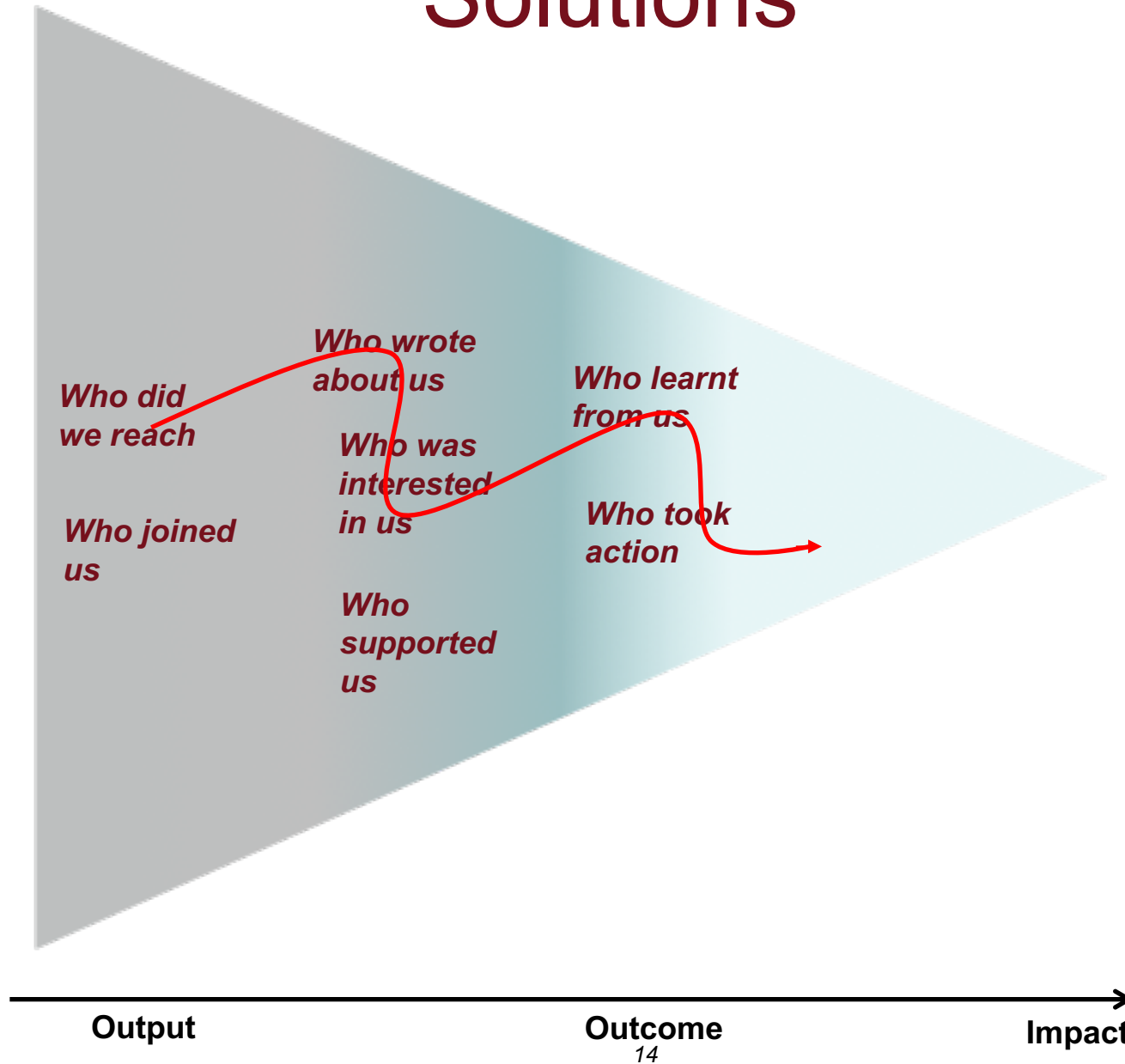
**The message –
define?**

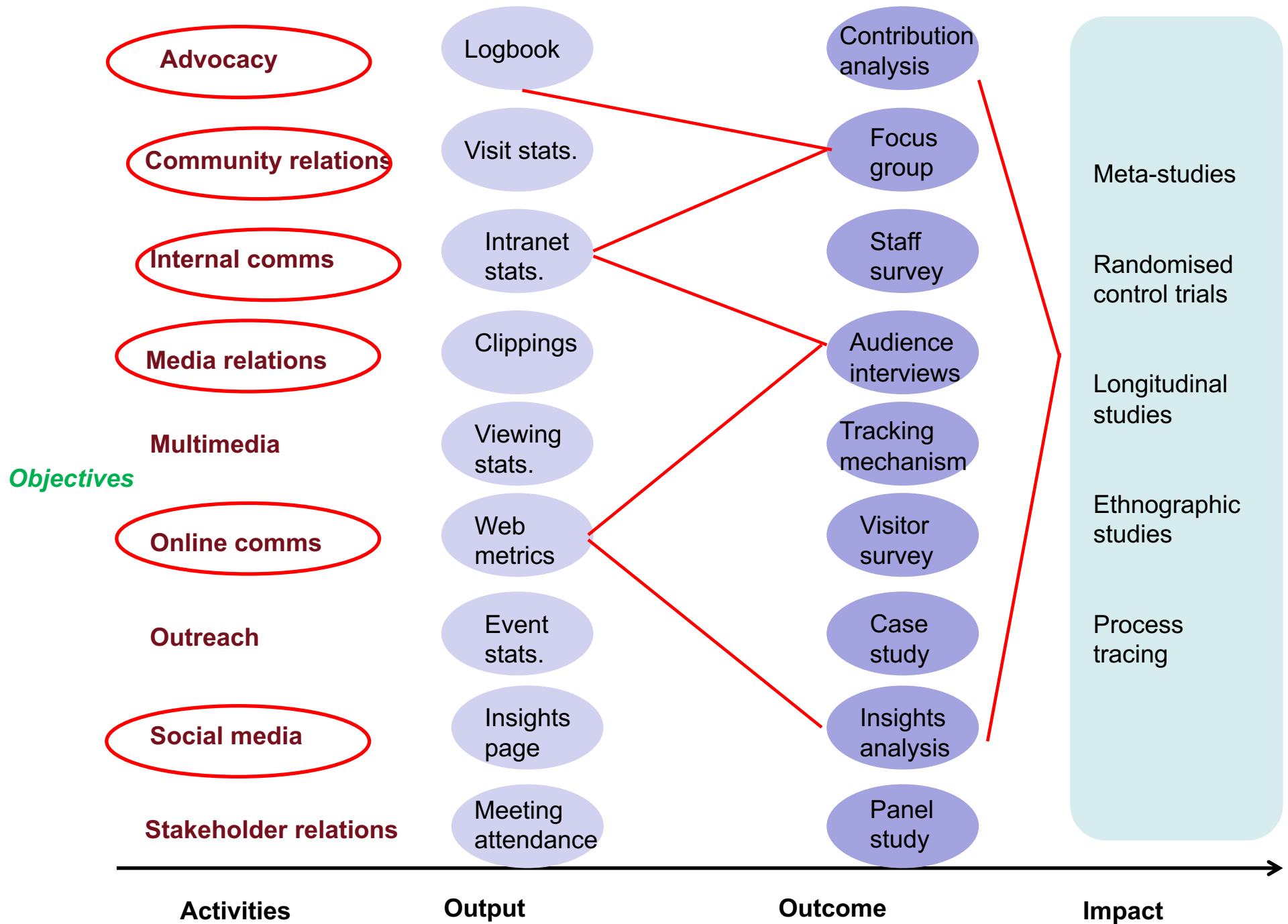
“Focus the world’s attention on the value of humanity and humanitarian gestures”

**Behaviour required –
what?**

Operationalisation: “slicing up” broad goals into measurable objectives and indicators

Solutions

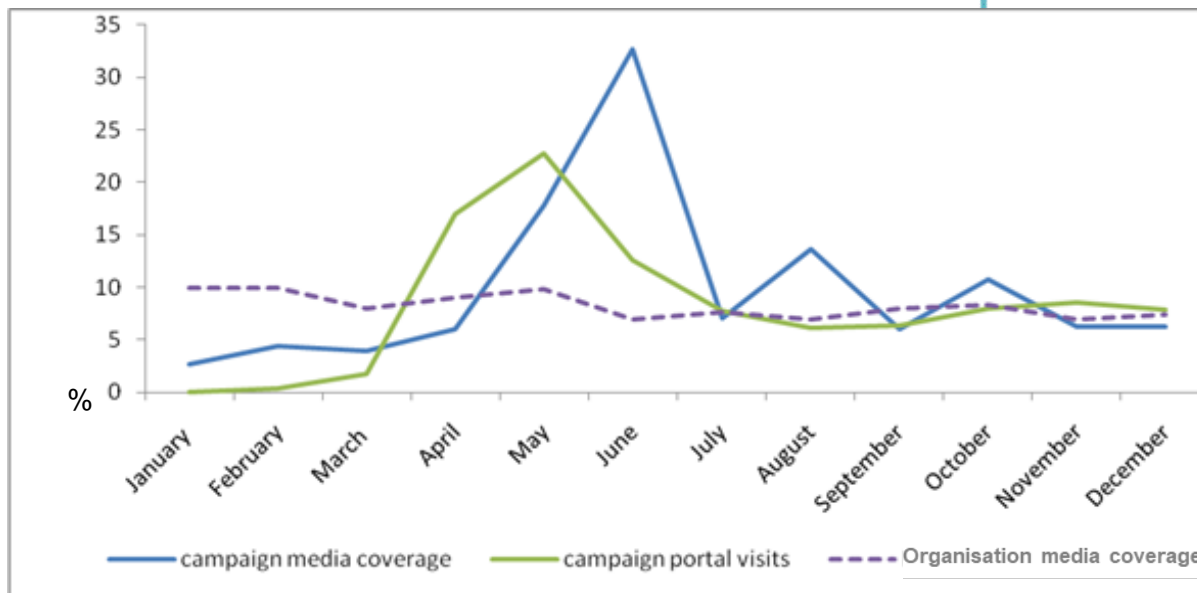




Solutions

- There are no “easy” solutions to questions of contribution / attribution
- Triangulation and the use of mixed-methods approach helps
- Impact level measurement is a possibility – but costly and lengthy – and can raise more questions than answers
- But sometimes contribution is self-evident

20 key policy outcomes and processes – LEAP's influence



French Development and International Solidarity Law	Review of EU budget support for development cooperation
EU Financial Tax Transaction	Africa Action Plan on Development Effectiveness
EU Transparency legislation for the extractive and forestry sectors	French International Aid Transparency Initiative (IATI)
African Consensus and Position on Development Effectiveness	G20 policy commitments
Common African Position – post 2015 development agenda	G20 C20 mechanism
African Agenda 2063	US State and Foreign Operations Bill
Brazilian Agroecology and Organic Production Plan	
US signature of the IATI	
Local Ownership "USAID Forward"	
High level panel on Illicit Financial Flows (IFF) for Africa	EU's Multi-annual financial framework
Implementation of Financial Transaction Tax in France	Implementation of Financial Transaction Tax in France
Key US foreign funding operations protected/increased	US Foreign Aid Transparency and Accountability Act

Low

Medium

High

Contribution of Oxfam

Conclusion

- M&E for communication and advocacy needs to be integrated early into activities
- Organisations have to be “SMART” about what they want to achieve through communication and advocacy
- Organisations have to be selective about what they monitor and evaluate
- But...focused communication and advocacy does “work”
- M&E done well is important learning for all!

Further resources

Resources on communication evaluation:

<http://intelligentmeasurement.net/category/communication-evaluation/>

Resources on advocacy evaluation:

<https://intelligentmeasurement.net/category/advocacy-evaluation/>

Contacts:



oneil@owlre.com



@glenn_oneil



[glennoneil](#)



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