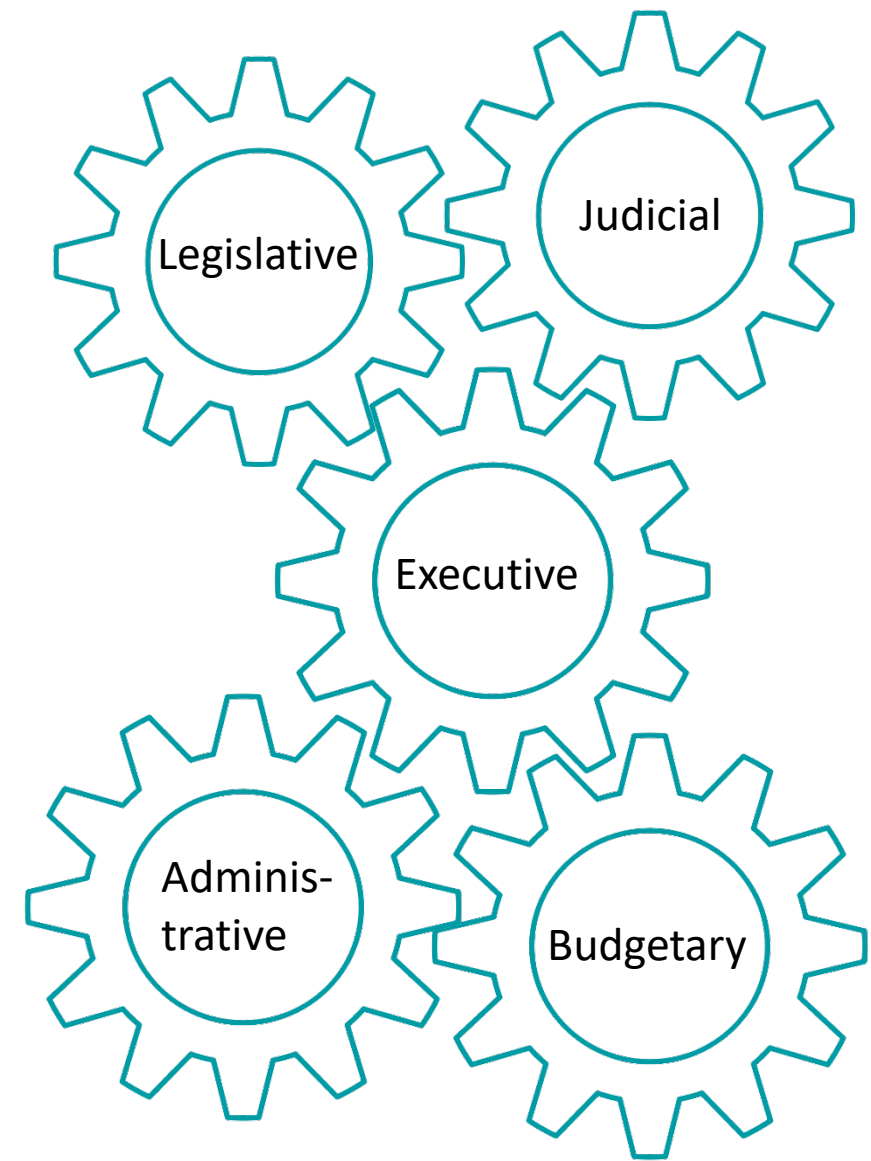# EVALUATING POLICY ADVOCACY

Lisa Korwin, Principal, Korwin Consulting

POLICY ADVOCACY:
An effort to shape the perception and behavior of a particular audience to effect public policy.
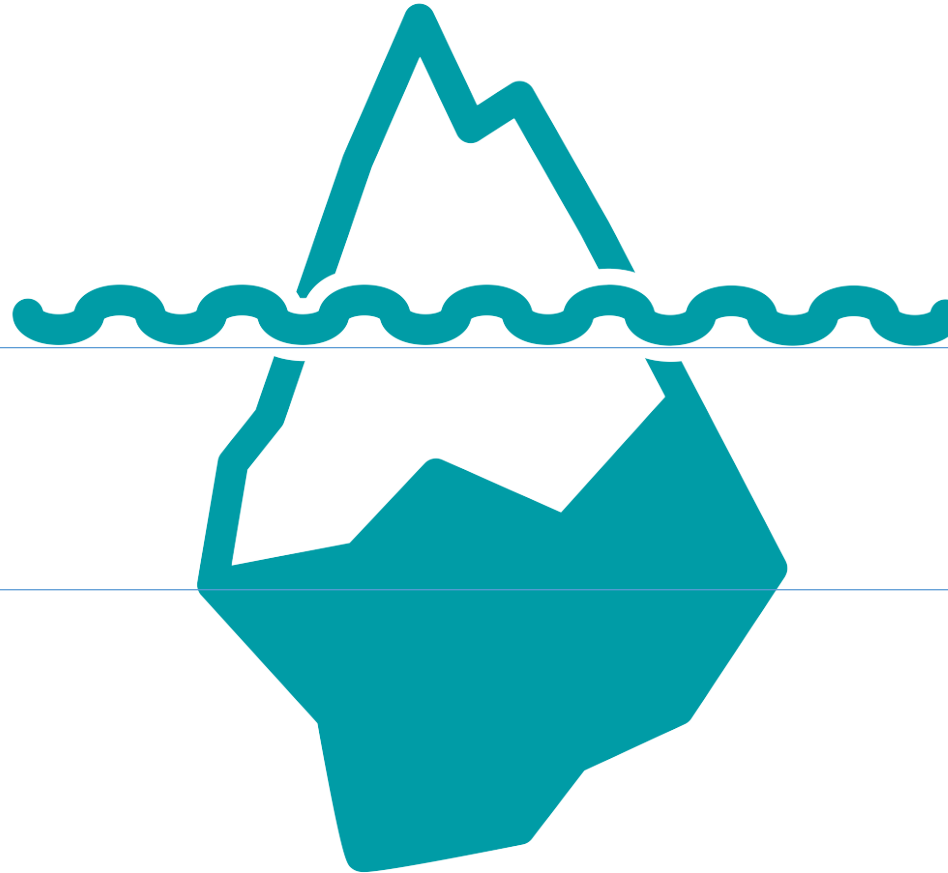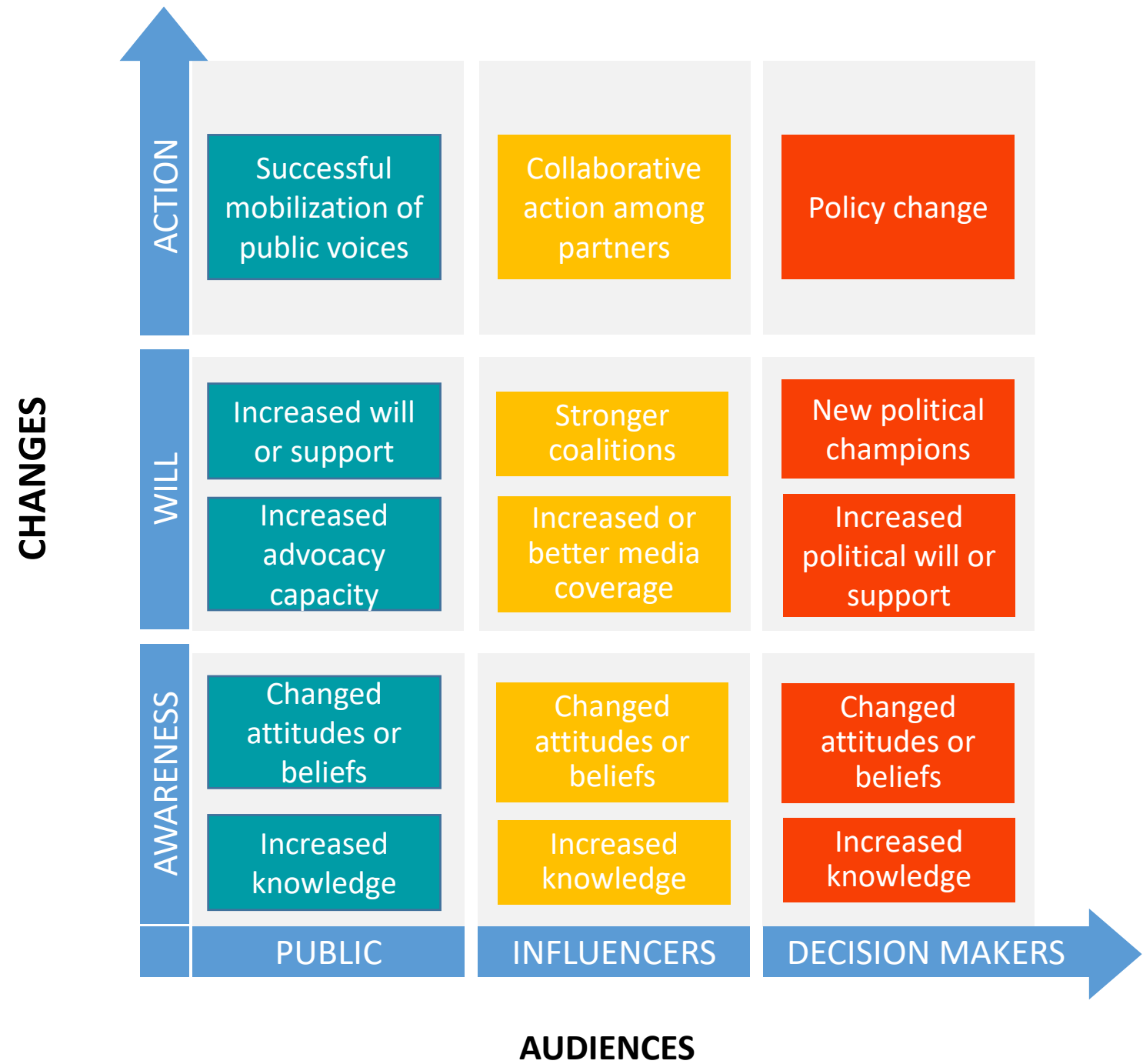
Legislative

Judicial

Executive

Administrative

Budgetary

Another Consideration: The Iceberg

Policies/systems

Norms/behaviors

Beliefs/assumptions

Advocacy Strategy Framework

CHANGES

ACTION
- Successful mobilization of public voices
- Collaborative action among partners
- Policy change

WILL
- Increased will or support
- Increased advocacy capacity
- Stronger coalitions
- Increased or better media coverage
- New political champions
- Increased political will or support

AWARENESS
- Changed attitudes or beliefs
- Increased knowledge
- Changed attitudes or beliefs
- Increased knowledge
- Changed attitudes or beliefs
- Increased knowledge

PUBLIC   **INFLUENCERS**   **DECISION MAKERS**

AUDIENCES

Center for Evaluation Innovation

Policy Advocacy Evaluation: Areas of Focus

Policy advocacy capacity

Base

Alliances

Public officials

Norms

Advocacy actions & results

What are some indicators of policy advocacy capacity?

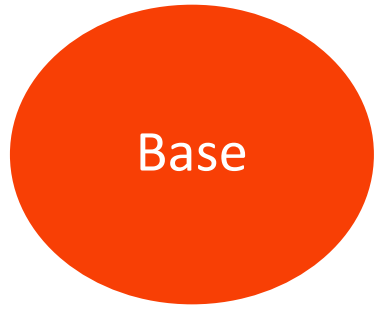Building Knowledge and Skills

Building Relationships

Gaining Real World Experience

Base

Who are you or your grantee partners mobilizing?

▸ Race/Ethnicity

▸ Age

▸ Other characteristics

▸ Experiences/Background

Base

How are you or your grantee partners deepening your base's engagement?

- ▸ Outreach/Mobilization

- ▸ Organizing strategies

- ▸ Leadership development/Pipeline

- ▸ Base management technology

Norms

How are you or your grantee partners changing community and societal norms?
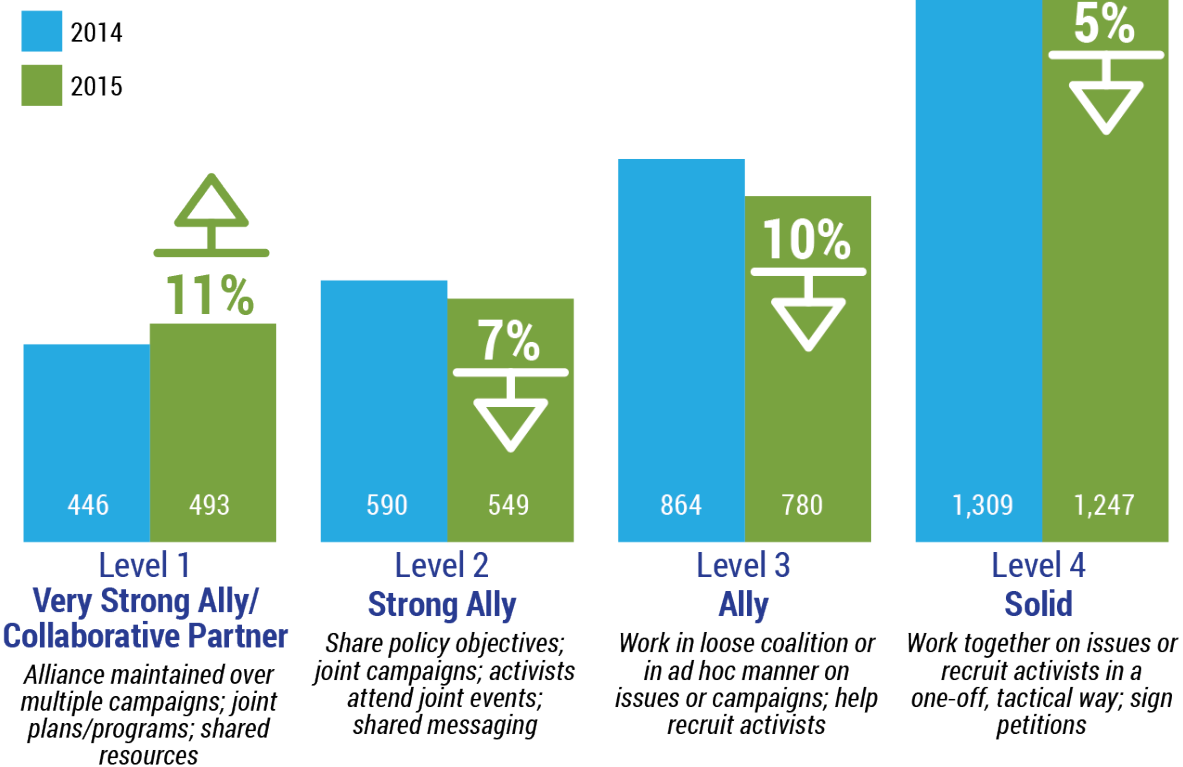
Attitudes

Active engagement

Media coverage

Changes in Numbers of Allies

Source: 2015 Groundswell Catalyst Fund Evaluation
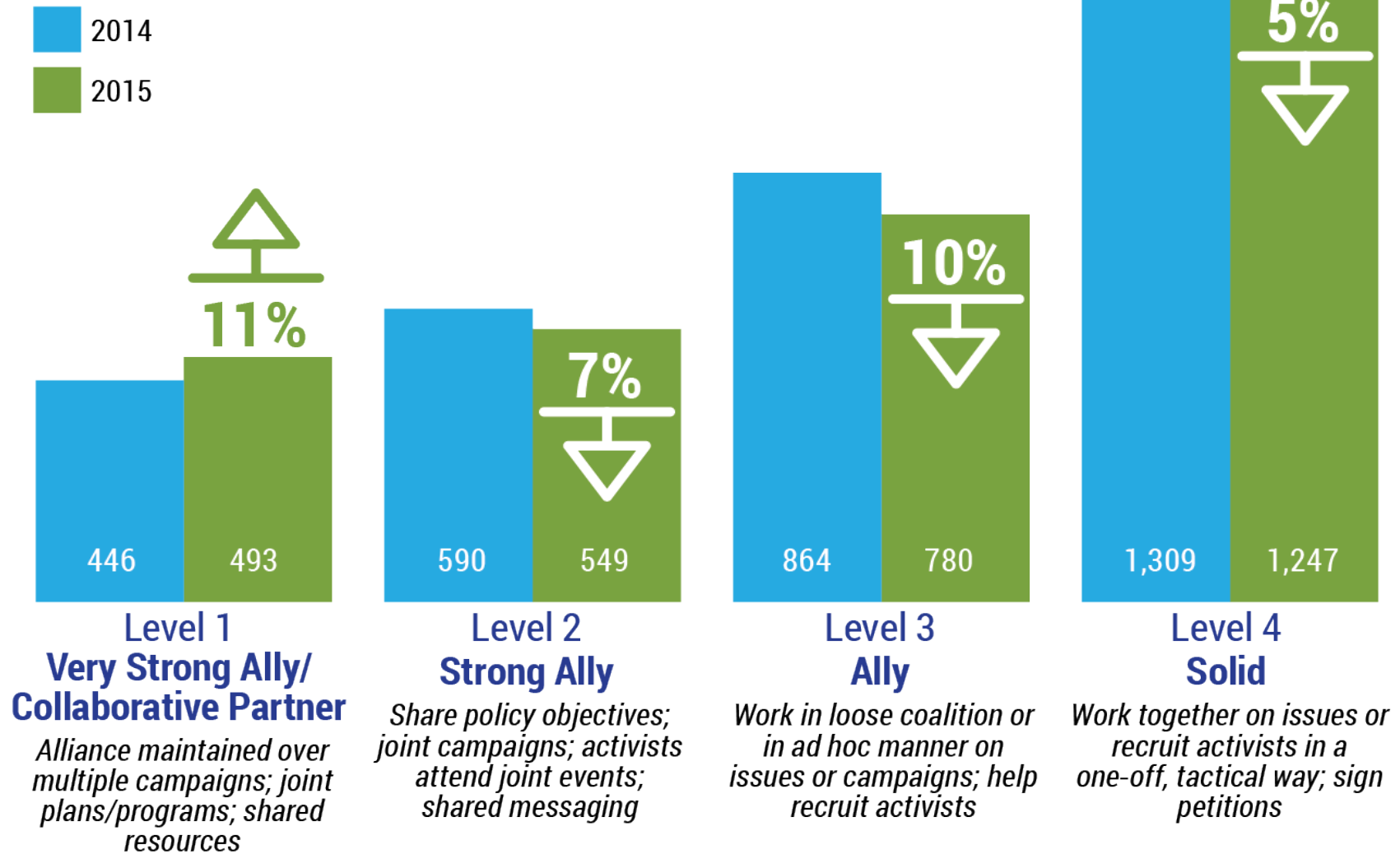
Public officials

Changes in Numbers of Relationships with Public Officials: 2014-2015

- 2014
- 2015

10% ▽

44% △

5% ▽

	Federal	State	Local
2014	485	1,072	891
2015	435	1,544	842

Source: 2015 Groundswell Catalyst Fund Evaluation
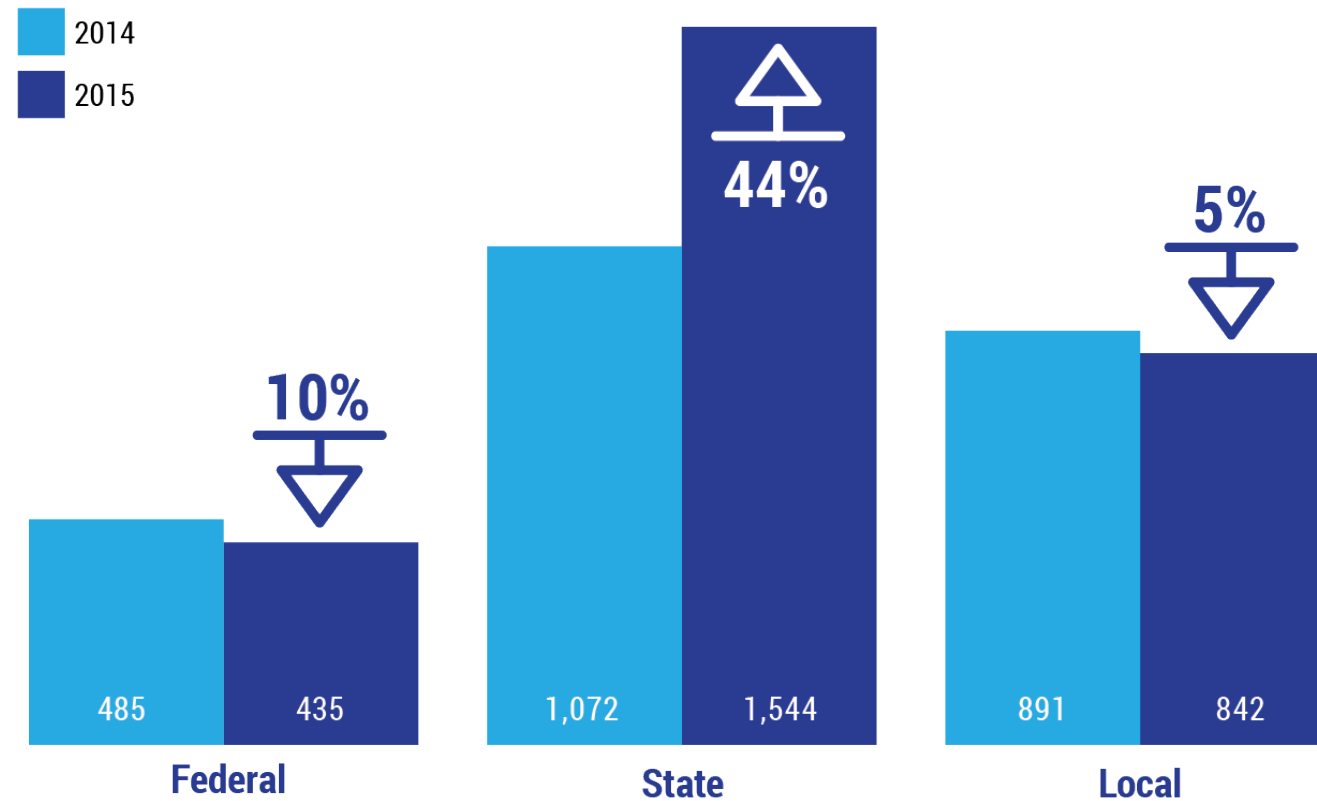
Following Slides:
Examples of
Policy Advocacy
Evaluation Tools
& Concepts

Bellwether Method

Bellwethers are:

"Influentials" in the public and private sectors whose positions require that they are politically informed and that they track a broad range of policy issues

- ▶ Policymakers
- ▶ Administrators
- ▶ Media
- ▶ Other Advocates
- ▶ Funders
- ▶ Business
- ▶ Associations

Developed by Harvard Family Research Project

Two-Gen Policy Advocacy Tracker

Date	Policy Goal	Process Outputs	Short-Term Outcomes	Longer-Term Outcomes	What did you learn about what works?	What did you learn about what *doesn't* work?	Any next steps resulting from these outputs and/or outcomes?
	e.g.: secure x dollars for a pilot that integrates workforce training and provision of quality ECE for children. Or WIOA state plan recognizes two-gen strategy and has specific priority for state to work on parent employment. **NOTE:** You may have one or more policy goals. Please enter a separate goal for each cell (or square) in this column, and then answer the questions in the rest of the columns for each policy separately.	These are the process pieces that together lead to the small and big wins **WHAT KEY ACTIVITIES DID YOU ENGAGE IN DURING THIS TRACKING PERIOD TO ADVANCE YOUR POLICY GOAL?** e.g.: Met with head of state workforce development office to discuss two-gen policy. ***(Suggest listing different activities on different lines in the cell:*** *After you type your first activity, press "enter" and "alt" on PC or "enter" and apple key on Mac to get to next line within same cell.)*	These are the "wins" or other types of progress that resulted from your process outputs that are bringing you closer to your desired policy outcomes. **WHAT WAS/WERE THE RESULTS OF YOUR PROCESS OUTPUTS THAT ARE SIGNS THAT YOU ARE GETTING CLOSER TO SYSTEMS OR POLICY CHANGES?** e.g. After meeting with the work-force development office to discuss two-gen policy, officials there made a commitment to talk with State Dept of Early Learning to explore introducing a two-gen administrative policy. (Suggest pressing "enter" and "alt" or apple key to list multiple wins on separate lines.)	These are the little concrete wins along the way that add up to the bigger goal. **WHAT CHANGES OR WINS OCCURRED DURING THIS TRACKING PERIOD?** *e.g., Funding secured from one public agency for part of the pilot.* (Suggest listing different outcomes on different lines, using "enter" and "alt" or apple key to start a new line within the cell.)			

Policy Advocacy Resource Guide

Visit Korwin Consulting's Resources Page at www.korwinconsulting.com to access this Resource Guide
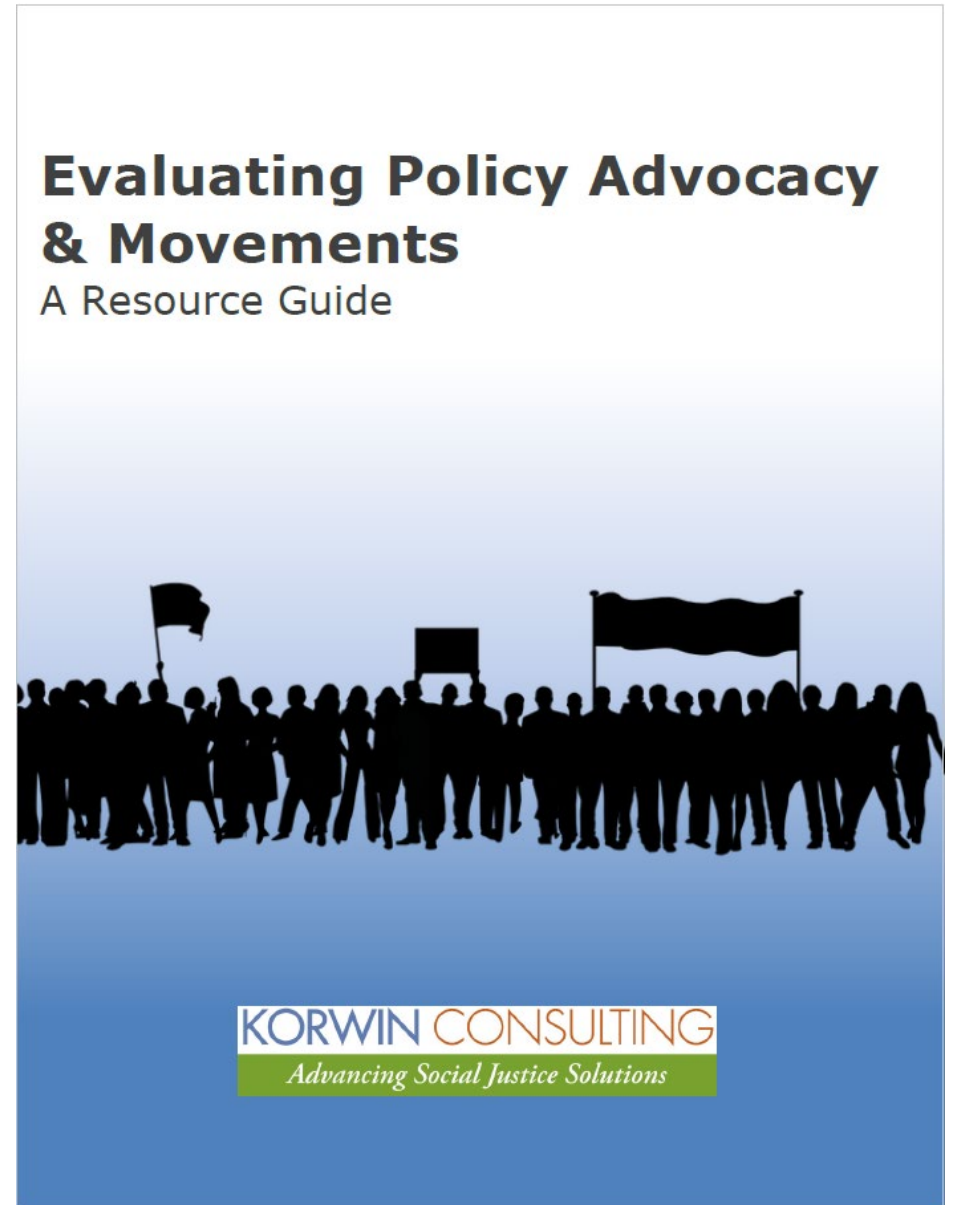
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