



## STEP 6: TRACKING RESULTS

To monitor whether the advocacy is achieving results (i.e. has been successful at solving the problem) it is important to specify the results expected from the advocacy. This involves defining what each step in the advocacy process aims to achieve and when these changes can be measured.

Throughout the six steps of the advocacy pathway, organisations will have established the key components required to finalise an advocacy plan and develop a monitoring and evaluation framework. In this final stage, advocates must identify SMART (Specific, Measurable, Assignable, Relevant, and Time-bound) milestones and indicators to track against a timeline to ensure their advocacy efforts are effective and evaluate their plans to course correct over time.

Advocacy activities often need to be adjusted, revised and redirected. These changes should only be made based on good monitoring information. For example, what learnings have come



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to light through events, meetings, or print evidence? Have the political circumstances or context changed since this work was initially outlined?

In order to monitor advocacy efforts, outputs, activities and inputs must all be tracked. In the case of advocacy work, outputs are usually changes in awareness or opinions of the target audience. This should be updated if the audience's position or knowledge on an issue has changed.

Monitoring the activities and inputs are also of key importance. The more people who make up the target audience, the more complex this can become. It is important for advocates to keep a record of the activities they undertake and the learnings that they have from each of these activities. These learnings can contribute to improved efforts going forward.

In some cases, monitoring of advocacy work can contribute to a policy change. Often engaging with the monitoring process can help stakeholders, including policymakers and government officials, improve their support of the initiatives.

Evaluation of advocacy efforts focuses on the impact and the effect of the work. Advocacy efforts must demonstrate that there is a positive impact to be had by making the proposed changes. By documenting the baseline prior to advocacy work and evaluating how something has improved as the changes occur, advocates can demonstrate if their advocacy was successful.



### SMART Solutions

**Specific** – target a specific area for improvement.

**Measurable** – quantify or at least suggest an indicator of progress.

**Assignable** – specify who will do it.

**Realistic** – state what results can realistically be achieved, given available resources.

**Time-bound** – specify when the result(s) can be achieved.