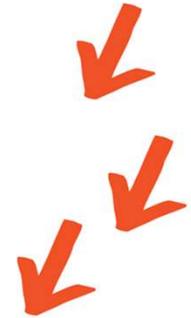




EVALUATING ADVOCACY

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Canadian HIV/AIDS Legal Network

WHAT'S ON YOUR MIND?





*The Canadian HIV/AIDS Legal Network



Or “The Legal Network”

- Founded in 1992 to respond to human rights issues faced by people living with, at risk of, and affected by HIV.
- Emerged as a global leader in the fight for human rights in the context of HIV.
- Recognized as a “go to” organization in Ontario and across Canada for resources on HIV-related legal issues.
- But HIV has no borders – and neither do we, and we work on HIV-related human rights issues around the world.

THIS IS HOW WE WORK.

WE FIGHT FOR HEALTH AND SOCIAL JUSTICE THROUGH:

RESEARCH AND ANALYSIS

To strengthen HIV prevention, care, treatment and support

ADVOCACY AND LITIGATION

To protect the rights of those most at risk

PUBLIC EDUCATION

To empower communities affected by HIV and human rights abuses

COMMUNITY MOBILIZATION

To fight collectively for change

*So...

Why do we need to measure advocacy?



*Who
Cares?*

How do we know what works?

Why measure?

- Learning for improved performance
- Making the case for your organization
- Accountability to:
 - ✓ Donors
 - ✓ alliances
 - ✓ clients or affected group



* Why is advocacy difficult to measure?

Advocacy

- is a long-term, unpredictable process, with many moving parts
- involves multiple stakeholders and collaborators
- may involve multiple strategies pursued simultaneously

*Why is advocacy difficult to measure?

Key factors

- Who asks you to measure it ?
- What are they asking you for and why are they asking you for it?
- Do we have long term goals?
- What if our initiative has failed?

* Four things you need to know...

In order to evaluate advocacy:

- Clarity about the goals
- A good understanding of the initial state of play at the start of the initiative
- A tailored theory of action and a detailed strategy to monitor progress
- Clarity on the key questions that need answers

FIGURE 1 ADVOCACY DESIGN AND ASSESSMENT FRAMEWORK: AUDIENCE AND DOMAINS OF CHANGE



Adapted from *The Advocacy Strategy Framework: A tool for articulating an advocacy theory of change*, March 2015.

BACK TO THE LEGAL NETWORK...

Creating and evaluation framework for legal advocacy

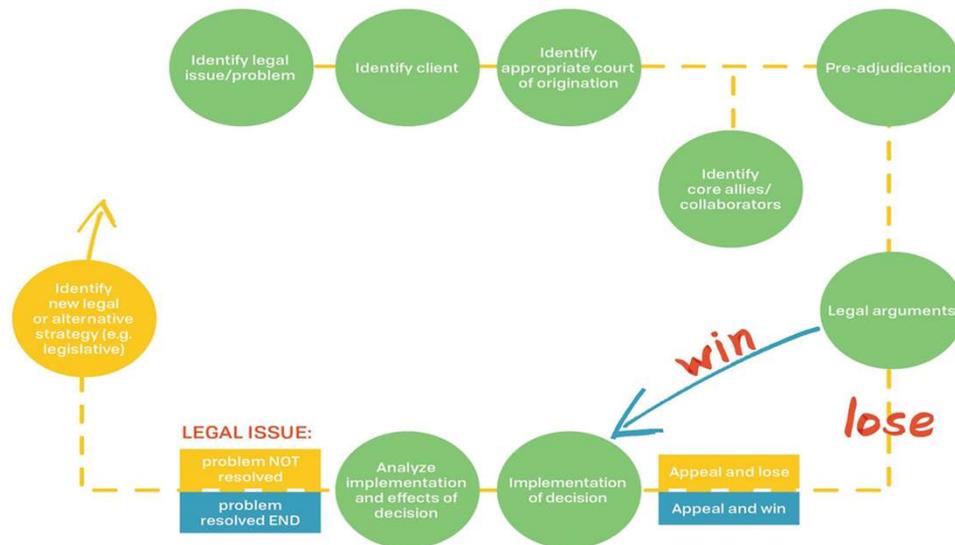


FIGURE 4 LEGAL ADVOCACY STRATEGIES



Understanding strategic litigation

FIGURE 5 DECISION POINTS IN STRATEGIC LITIGATION



*Theory of Change – What is it?



*Theory of Change



- A theory of change (also sometimes referred to as a logic model) is a road map to finding metrics that are meaningful in measuring the effectiveness of your advocacy.
- It can be high level statements on how change happens, or a full range of assumptions and interventions to lead to a desired outcome.

*Theory of Action – What is it?



*Theory of Action



- A theory of action is the articulation of the program logic that identifies key interventions or alliances, their sequencing and their expected outcomes.
- A theory of action is often represented in chart form or in casual diagrams or metrics. It forms the basis of both the program strategy but also the monitoring and evaluating of your advocacy.



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NS

Small white pills in a clear plastic bag.

B-D 1/2 cc U-100 Insulin Syringe
28G 1/2 (0.36mm x 13mm)
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MICRO-FINE IV
Do not reshield used needles
Discard after single use
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FIGURE 10 STRATEGY FRAMEWORK: OUTCOMES BY QUADRANT FOR ADVOCACY ON SUPERVISED CONSUMPTION SERVICES (SCS)



*LET'S GO!

Creating our own Theory Of Action



ONE MORE THING....

* Implementing evaluation for advocacy

Introducing MEL into your organization – you need:

- Initial and ongoing commitment of senior leadership. Sometimes it starts from the top.
- A champion – a point person who will lead the process for the organization (especially if there are no dedicated staff).
- Staff input, orientation and buy-in. It won't work if they are not invested.
- Make it practical – align your strategic plan to your MEL plan.
- Understand capacity – do what works for your organization.

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