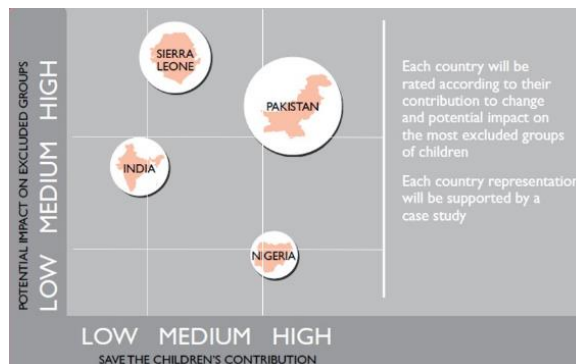


## Advocacy Impact and Contribution Assessment

In order to accurately assess our impact, ensure that lessons drive future strategy and create a system for knowledge management we systematically record Advocacy and Campaigning achievements.

Below is a set of key questions, which should be used to facilitate a discussion on an Advocacy and Campaigning Achievement. This conversation should ideally include advocate and campaigners, MEAL staff and programme staff. As a part of this discussion, we need to rank the potential impact and Save the Children's contribution. Once we are able to do this, the achievement can be presented on Advocacy dashboards using the diagram to the right.



**Categorisation themes:** Health and nutrition, fundraising, partnerships, research, advocacy

### What has been achieved?

*Please briefly explain what the achievement is about by including the main aspects in a few sentences.*

### General overview:

*Please chart the timeline and developments leading up to the achievement*

### Context for advocacy and campaigning / what conditions were in place that made this possible?

*What is the space for civil society and what opportunities have driven this achievement. On civic space please consider the CIVICUS monitor - <https://monitor.civicus.org/>*

### What have been the most effective models of advocacy/campaigning? / which tactics have worked?

*Please list the tools we have used, these might include social media, relationships building, research etc. include why you think these have worked*

- Bullet point here

### Were children involved in leading or being a part of campaigning efforts? (i.e. child-led or collaborative)

*Please explain how we have encouraged children's voices to be heard.*

### What is the level of evidence?

*Do you have evidence for your assessment of our involvement? This could include quotes, media articles, meeting minutes etc.*

**Can you identify best practices/lessons learned regarding A&C Partnerships?**

*Please explain whether it is possible to identify case studies for our work to gather good practices of partnerships to share within the movement based on this achievement.*

**What did it cost?**

*Please give a rough estimate of what this work cost, this could include staff time and/or money spent on activities.*

**How does this change the programme operating environment?**

*Consider the latest Country Office Programme strategy objectives and look at how this achievement might either change the way we work currently, or how it might need to be considered in our work eg. if this is a win on child marriage policy how does this impact on our education programming*

**Rating on potential impact for children**

*Have a look at the statements in the definition box and ranking this win accordingly.*

Rating	Definition	Rational for rating and evidence
<b>High</b>	<ul style="list-style-type: none"> <li>• New policy in place which addresses exclusion</li> <li>• Dramatic change to existing policy to focus specifically on excluded groups</li> <li>• An increased or amendment in budget which clearly identified excluded groups</li> <li>• Significant increase or engagement of the public which has results in concrete dialogue with decision makers</li> <li>• Increased coverage in the media</li> <li>• Evidence of behaviour and attitudinal change</li> <li>• Is it possible to put a numeric value against how many children might be impacted?</li> <li>• Halting a digression on a commitment</li> </ul>	
<b>Medium</b>	<ul style="list-style-type: none"> <li>• A commitment in place for new changed policies to take place</li> <li>• Halting a digression on a commitment</li> <li>• Increase in budget (without clear exclusion focus)</li> <li>• Public demand recognised</li> </ul>	
<b>Low</b>	<ul style="list-style-type: none"> <li>• Little movement or slight digression on promised changes</li> <li>• Limited ability to engage the public</li> <li>• Budgets decreased</li> </ul>	

**Rating scale on contribution**

Rating	Definition	Rational for rating & evidence
<b>High</b>	There is reason (evidence) to believe that the change would clearly not	

have happened without Save the Children's efforts. Alongside our own actions this could also include significant actions from partners which we have supported technically or financially.

(as long as it reflects that it about working with partners and decision makers)

**Medium** There is reason to believe that Save the Children contributed substantially but along with other partners

**Low** Save the Children was one of a number of actors that contributed but this change may have happened regardless.

### How have we validated this assessment?

*The assessment on our contribution and the impact should be validated externally. You can do this by having a quick discussion with your external partners to see if they agree with your assessments. Try to ensure the MEAL team leads this discussion*

### Please send your assessment to:

[measuringimpact@savethechildren.org](mailto:measuringimpact@savethechildren.org)

It will be loaded here:

[https://savethechildren1.sharepoint.com/who/global\\_campaigns/ongc/next%20campaign%20documents/Forms/All%20Docs.aspx?viewpath=%2Fwho%2Fglobal\\_campaigns%2Fongc%2Fnext%20campaign%20documents%2FForms%2FAll%20Docs%2Easpx&viewid=564be394-865e-413c-9198-6f563aabdaq1](https://savethechildren1.sharepoint.com/who/global_campaigns/ongc/next%20campaign%20documents/Forms/All%20Docs.aspx?viewpath=%2Fwho%2Fglobal_campaigns%2Fongc%2Fnext%20campaign%20documents%2FForms%2FAll%20Docs%2Easpx&viewid=564be394-865e-413c-9198-6f563aabdaq1)

May 2020