

TOOLS

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TOOL 8: Identifying and planning opportunities in the policy making process

Here is an hypothetical table for a Ministry of Planning, that can help in identifying and planning opportunities in the agenda phase of the decision making process. ¹

Agenda Setting

Advocacy Outreach Strategy: Ministry of Planning

Target audiences involved	E.g. Directors of Planning and Implementation departments at the Ministry of Planning
Formal decision making process	E.g. The Directors of Planning and Implementation generate a proposal for a national policy on evaluation. Two people from these offices are assigned the task of developing the policy paper.
Informal decision making process	E.g. Informal discussions with the planning departments, evaluation departments, Ministry of Finance, evaluation experts, CSOs take place. Elements of the policy are proposed and discussed.
How can we influence the process at this stage?	<ul style="list-style-type: none"> - Meet with department of planning and implementation officials and evaluation officials to introduce our proposal and to gain their interest, support and enthusiasm. - Be helpful to these offices with other issues they are working on, when appropriate. - Become knowledgeable about issues the key decision-makers are interested in such as how much will a national policy on evaluation cost - Meet with groups that might support the policy, such as donors and NGOs, to enlist their support. - Work closely with the person or people tasked with developing the proposal. Offer assistance, ask to see drafts of the draft policy and give comments.
Date/Timeline	January and February. Offices in the Ministry of Planning are most open to new ideas at the start of the fiscal year.

¹ Adapted from Gosling L., Cohen D., (2007). *Participant's Manual: Advocacy Matters – Helping children change their world*, International Save the Children Alliance.

TOOL 9: Developing an advocacy booklet on evaluation

Here is a potential structure for an advocacy booklet on evaluation²:

- A general introduction explaining why evaluation is important,
- A description of major national policies, along with a table that shows the progress of development policies. Highlight the value of evaluation in creating national plans and policies,
- Mention the major evaluation related activities in the country (recent and in the past) and the efforts they involve. Better information on the volume of these evaluation activities and their corresponding budget requirements will allow your audience to understand these issues and back up budget proposals.
- Strongly emphasize the advantages of a National Evaluation Policy and the solutions it offers to meet national and international commitments. The total cost of the evaluation policy will certainly draw the attention of your audience.
- Highlight political commitment and partner support. Using the remarks of high-level

personalities on evaluation in your written advocacy material will reinforce your message and add credibility to it.

- Always mention the author, the date, the context and the source.

Such a booklet is designed to be flexible and the above is just an outline of what you can develop based on your advocacy theme.

Here is an example of an advocacy sheet that highlights attributes of a national evaluation policy. These can be incorporated with the advocacy booklet, or used to design other communication products.



Ten Reasons Why National Evaluation Policy is Important

1. National Evaluation Policy sets standards for evaluations at state level.
2. The policy will guide state institutions and evaluation practitioners for, establishment of necessary evaluation mechanisms and systems, and carrying out objective and independent evaluations.
3. The policy will be an assurance for state accountability in relevance, efficiency, effectiveness, impact and sustainability.
4. The policy will guide national evaluation capacity development.
5. It will emphasize evaluation as a requirement of development programming.
6. It fulfills evaluation needs of the country.
7. The policy will ensure effective use of resources of the country.
8. This will also guide civil society interventions.
9. The policy would give confidence to the public in effectiveness of development interventions in the country.
10. This will be an assurance to tax payers/ donors/ private investors for accountability of resources given by them.

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² Adapted from PARIS 21. (2010). *Advocating for the National Strategy for the Development of Statistics, Country-level Toolkit*.