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| **Example activities** | **Example outputs  / indicators** |
| * Scoping (understanding policy landscape and stakeholder mapping) | * Policy landscape document * Stakeholder map |
| * Network building | * Meeting with policymaker * Researcher contributing expertise (e.g. as a member of an advisory committee) |
| * Writing briefings | * Published policy briefing (plus dissemination activities) |
| * Designing events (online and in person) * Running events (online and in person) | * Workshop with policymakers * Webinar/panel event with policymakers |
| * Writing blogs | * Blog published |
| * Social media planning and delivery | * social media posts (tweets etc) |
| * Scripting and recording a podcast | * Podcast |
| * Scripting and shooting a video | * Video |
| * Coordinating consultation response * Drafting consultation response | * Consultation response submitted |
| * Working with communications colleagues on press release/media strategy | * Press release  out |

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| **Example goal (what are we trying to achieve?)** | **Indicators  (how will we know if we’ve done it?)** |
| **Immediate outcomes** | |
| * Stakeholders find engagement outputs useful. * Published outputs are read by members of the policy community. * Events are attended by the ‘right’ members of the policy community. * Media coverage. | * Shares/engagements on social media * feedback from participants at events * Number of downloads/views of published documents * Comments/feedback received (e.g. public comments or comments received privately in response to dissemination activities) * Requests for further info/meetings * Invitation to join committee/advisory group * Number of media stories |
| **Intermediate outcomes** | |
| **Shaping the policy agenda**   * New items appear in political discussions * Changes in oral and written rhetoric * Items are framed in new ways within policy arguments * Increased attention paid to issue by policymakers * Media debate generated on a topic | * Evidence used/cited in policy debate * Policymakers adopt new language (e.g. ‘tech abuse’) * PQs asked on a subject / EDMs tabled / debates etc * citations or acknowledgements in policy outputs (e.g. publications produced by local authorities/parliaments/governments/international agencies etc ) * citations or acknowledgements in outputs by other policy stakeholders such as NGOs or think tanks * Research featured in other policy-related outputs (blogs, podcasts, videos etc) * number of media stories on a topic * Testimony from policymakers confirming research has informed policy |
| **Relationship building / network building**   * New relationships, networks and coalitions established | * Unprompted requests for information/expertise * Researchers invited to meetings and consultations |
| **Capacity building**   * Policymakers develop new skills or improve knowledge | * Number of participants on training courses. * Feedback from training courses demonstrates improvement in skill or knowledge. |
| **Long-term impacts** | |
| **Contributing to the development of policy**   * Change in policy direction (including withdrawal of a policy) * Key decision makers change knowledge, attitudes and behaviours * Decision makers express commitment/willingness to act on issue in public or private * Development of new policy Research options | * Evidence used/cited in policy debate. * Citations or acknowledgements in parliamentary or government publications. * Testimony from policymakers confirming influence of research in policy design. |
| **Decision making (legislation)**   * Change of legislation * Budgetary commitments * Private members’ bills | * Evidence used/cited in policy debate. * Citations or acknowledgements in parliamentary or government publications. * Testimony from policymakers confirming influence of research in policy decision. |
| **Implementation**   * The quality, accessibility, acceptability or cost-effectiveness of a public service has been improved. | * Citations or acknowledgements in parliamentary or government publications. * Testimony from policymakers confirming influence of research in policy implementation. |
| **Scrutiny / evaluation**   * prompts parliamentary scrutiny. * Evaluation concludes a policy is effective/ineffective. | * Evidence used/cited in policy debate. * Citations or acknowledgements in parliamentary or government publications. * Testimony from policymakers confirming influence of research in scrutiny process. |

**References**

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