|  |  |
| --- | --- |
| **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
 |

|  |  |
| --- | --- |
| **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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