

Watermelons and Seeds

Lessons from Evaluating Advocacy for Reproductive Health/Rights



Rhonda Schlangen
Independent evaluation consultant
rhondaschlangen@gmail.com
rhondaschlangen.com

- ▶ Advocacy
- ▶ Lessons
- ▶ Questions



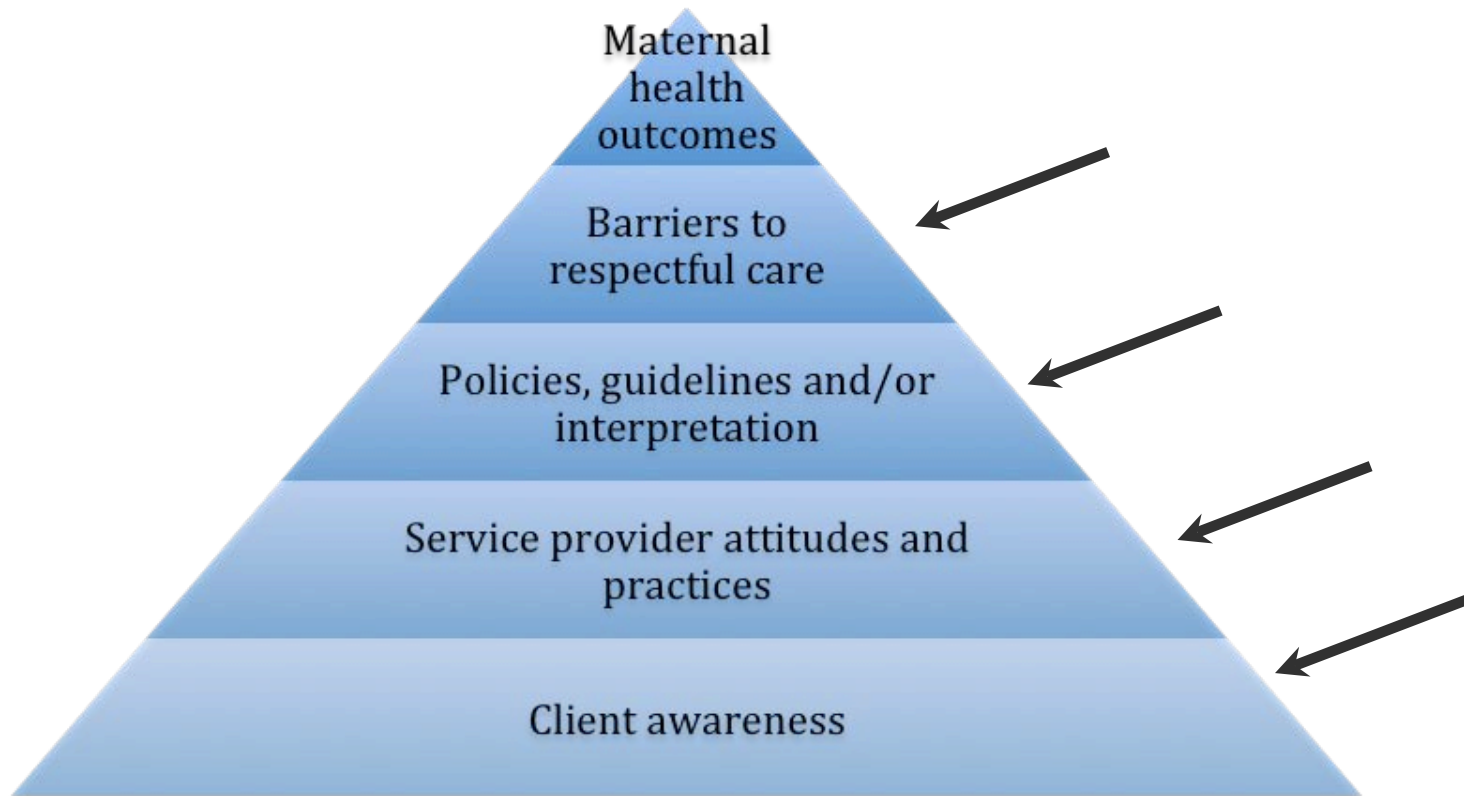
Advocacy

- In order to change a policy or the way an institution, society or service provider operates, you have to persuade people to think and/or behave differently.



Rhonda Schlangen Evaluation

Advocacy as a strategy to improve access



▶ Advocacy

▶ **M&E Lessons**

▶ Questions

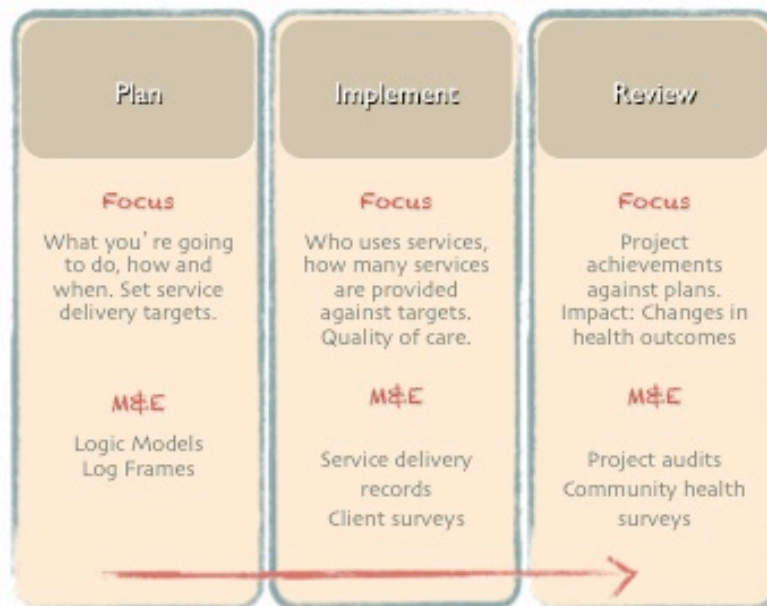


Differences between evaluating services and advocacy

Models of change and complexity: *Advocacy is more like raising a child than following a recipe*

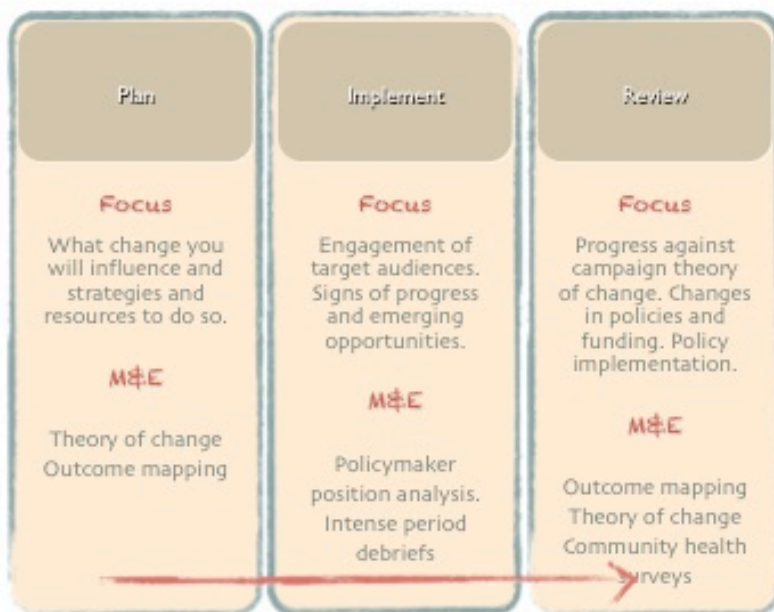
Simple	Complicated	Complex
Following a recipe	Sending a rocket to the moon	Raising a child
Recipes are tested to assure easy replication	Sending one rocket to the moon increases assurance that the next will also be a success	Raising one child provides experience but is no guarantee of success with the next
The best recipes give good results every time	There is a high degree of certainty of outcome	Uncertainty of outcome remains

Examples of Monitoring and Evaluation for Service Delivery



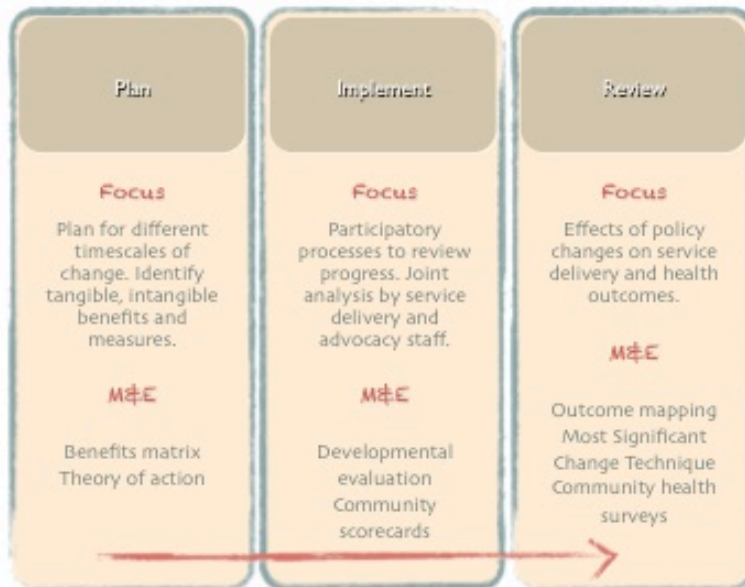
- Tested Models
- Standardized frames and indicators
- Key measure: health outcomes
- Intervention connected to results

Examples of Monitoring and Evaluation for Advocacy



- Adaptation
- Use of research
- Key measure: Influence
- Plausible connections

Examples of Monitoring and Evaluation for Services & Advocacy



• Outcomes: changes in people's lives

• Advocacy in service to health outcomes

• Use of evidence from service delivery to inform advocacy

Rhonda Schlangen Evaluation

- ▶ Advocacy

- ▶ Lessons

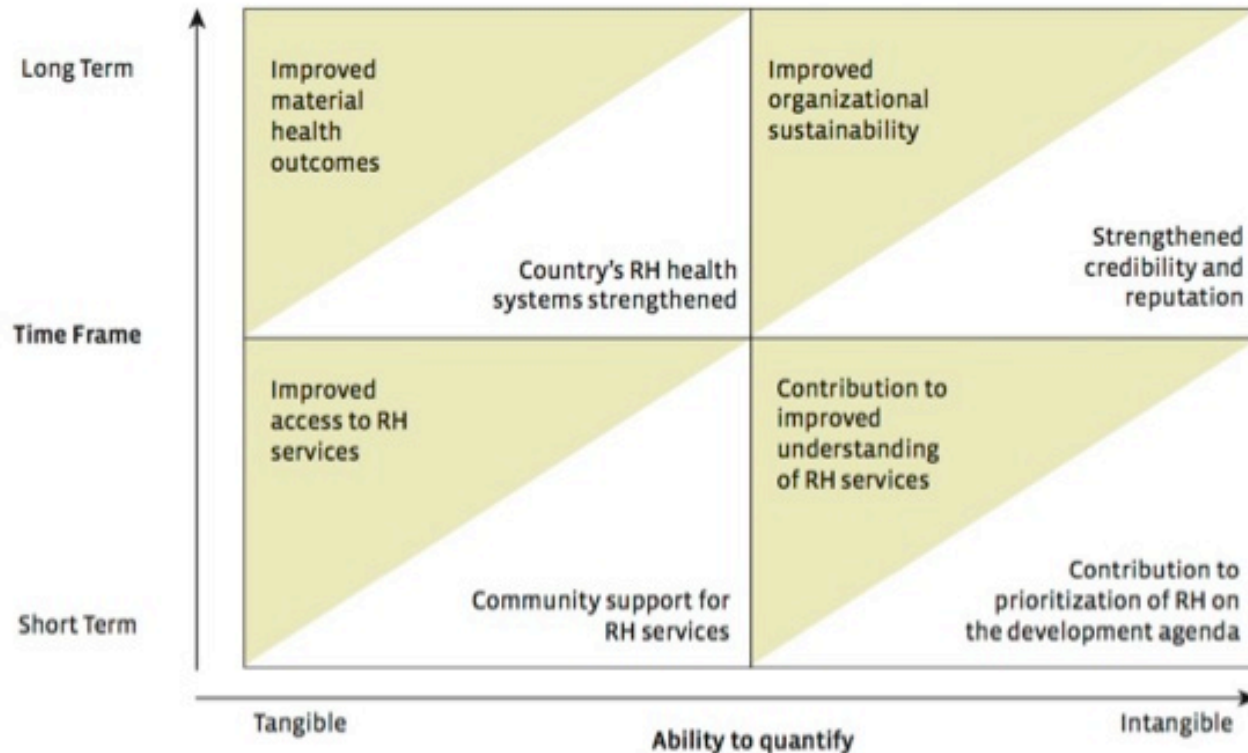
- ▶ **Questions**



Questions for planning advocacy to influence service delivery outcomes

- What clear and powerful short-term benefits are we aiming for?
- What are the strategically critical long-term benefits?
- How do these align with what can realistically be achieved with the available resources, capacity, and project timeframe?
- What benefits or results will be tangible and which will be intangible (or difficult to precisely measure with available resources)?

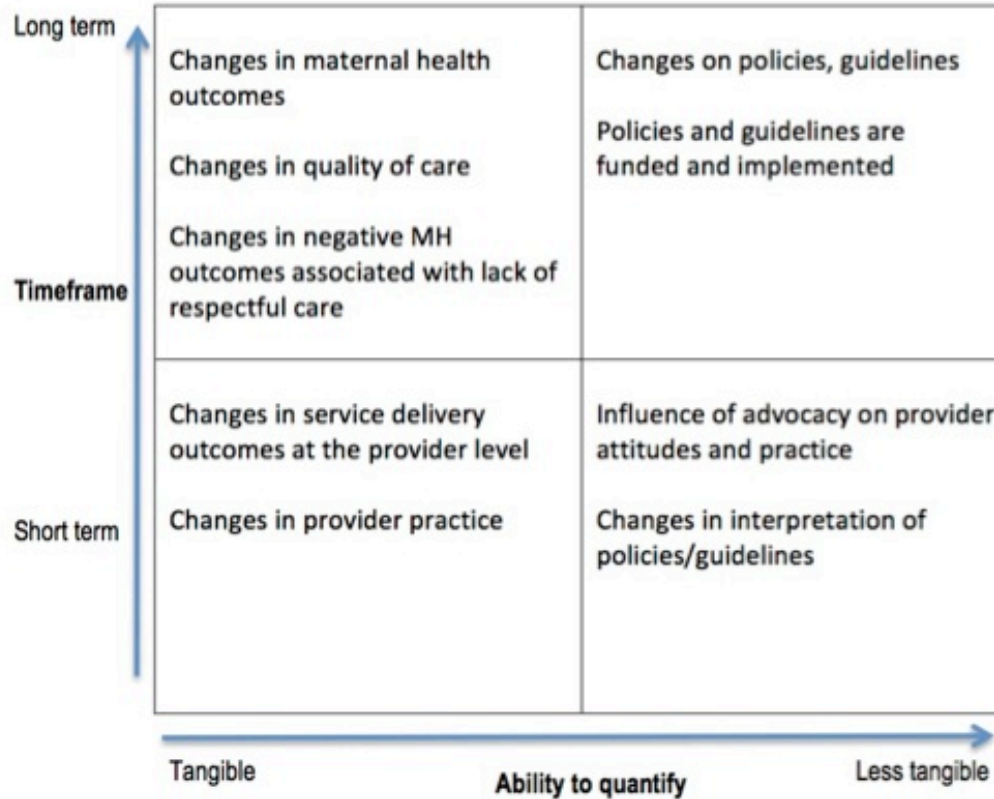
Benefits Matrix for RH M&E Planning



Schlangen, R. "Shaking the Tree: Evaluating Reproductive Health Services and Advocacy. 2012.

Rough sketch

Respectful Maternity Care Advocacy Benefits Matrix



Rhonda Schlangen Evaluation

Thank you!

Rhonda Schlangen

Rhondaschlangen@gmail.com

www.rhondaschlangen.com