Beyond the Win:

Five Considerations for Evaluating Policy Implementation Advocacy

As an evaluator, it is important to explicitly consider factors that influence and determine not only how well advocates campaign for a policy, but their role in how well a policy is implemented. Ultimately, implementation determines the impact a policy will have. Below is a list of five considerations for addressing policy implementation advocacy in an evaluation:



When you think about a legislative campaign's theory of change, have you thought of ways you can look for administrative, implementation, or ongoing capacity maintenance strategies early on in the policymaking lifecycle?



Where are advocates focusing their efforts outside of the legislative arena? Have you thought about who the main implementation actors are or will be?



Has your design considered the ways in which varying implementation settings offer an opportunity to learn about what is working in what contexts?



Have you considered the inclusion of relevant implementation actors in your key informant selection?



Are you asking questions the help differentiate between legislative campaign activities and implementation activities?