

# advocacy for immunisation

## IMPLEMENTING THE M&E FRAMEWORK

WORKSHEET 1/ASSESS MODULE

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On this worksheet you can enter your own implementation text into the Indicator and Method fields.

| M&E FRAMEWORK                | WHAT TO MEASURE?         | INDICATORS | METHODS |
|------------------------------|--------------------------|------------|---------|
| IMPLEMENTATION               | Outreach                 |            |         |
|                              | Advocating               |            |         |
| PARTNERSHIP                  | Partnership strength     |            |         |
|                              | Stakeholders engaged     |            |         |
| REACH                        | Reach                    |            |         |
|                              | Relevance                |            |         |
| EFFECTIVENESS/<br>EFFICIENCY | Awareness                |            |         |
|                              | Attitudes                |            |         |
|                              | Impact                   |            |         |
|                              | Political commitment     |            |         |
|                              | Goals/Results            |            |         |
| MAINTENANCE                  | Policy maintenance       |            |         |
|                              | Organisational capacity  |            |         |
|                              | Funding and support base |            |         |

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## IMPLEMENTING THE M&E FRAMEWORK

This worksheet helps you to implement the M&E Framework for Monitoring and Evaluation of your advocacy efforts as explained in the ASSESS module.

## WORKSHEET 1/ASSESS MODULE

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| M&E FRAMEWORK                        | WHAT TO MEASURE?         | INDICATORS  | METHODS   |
|--------------------------------------|--------------------------|---|---|
| <b>IMPLEMENTATION</b>                | Outreach                 | (e.g. No of briefings or presentations held with stakeholders)  | For e.g. - Document reviews; Event participant lists; review of implementation plan; questionnaires to participants; website 'hits' and downloads.                      |
|                                      | Advocating               | (e.g. No of products distributed; no. of events held)   |   |
| <b>PARTNERSHIP</b>                   | Partnership strength     | (e.g. No. of members of the partnership, no or % increase over time)  | For e.g. - Document reviews; event participant lists; review of implementation plan; questionnaires to participants; observations; focus groups; one-to-one interviews. |
|                                      | Stakeholders engaged     | (e.g. no of stakeholders expressing support or taking action; funding by new donors)  |   |
| <b>REACH</b>                         | Reach                    | (e.g. No. or % of target audience exposed to messages and 'ASK')  | For e.g. - Event participant lists; website 'hits' and downloads; questionnaires to participants; observations; focus groups; one-to-one interviews.                    |
|                                      | Relevance                | (e.g. Importance target audience gives to the issue)  |   |
| <b>EFFECTIVENESS/<br/>EFFICIENCY</b> | Awareness                | (e.g. % of target audience aware of issue)  | For e.g. - Surveys, questionnaires; focus groups; individual interviews; document reviews; legislative monitoring.  |
|                                      | Attitudes                | (% of target audience with favorable attitude to issue)   |   |
|                                      | Impact                   | (e.g. No of participants; changes in knowledge, attitudes, perceptions; willingness to cooperate and/or act)  |   |
|                                      | Political commitment     | (% of target audience with favorable attitude to issue)<br>(e.g. No. of times issue is mentioned in speeches or statements; no. of votes for or against policy/legislation) |   |
|                                      | Goals/Results            | (e.g. New policy proposals developed; policy formally introduced; policy amended; policy adopted)   |   |
| <b>MAINTENANCE</b>                   | Policy maintenance       | (e.g. Funding levels sustained for immunisation; Political commitment is secure over time)  | For e.g. donor contribution tracking; legislative and budgetary monitoring and observation; questionnaires and surveys  |
|                                      | Organisational capacity  | (e.g. Partnership or organisation able to mobilise and organise over time)  |   |
|                                      | Funding and support base | (e.g. Membership steady and/or growing; stakeholders remain engaged; funding secure)  |   |