The Theory of Change approach in practice: lessons learned in evaluating an international advocacy campaign

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Road map for presentation

Theory of Change

CHILD HEALTH NOW
Together we can end preventable deaths

Advocacy
The act of pleading or arguing in favor of something, such as a cause, policy, or interests of active support of an idea or c
The Evaluation Focus

CHILD HEALTH NOW
Together we can end preventable deaths

REduce Child Mortality

4

Improve Maternal Health

5

Global-level advocacy

Regional-level advocacy

National-level advocacy

Local-level advocacy

Linking advocacy at regional level with advocacy at national level

Linking advocacy in local areas to advocacy at national level

Linking advocacy at national level with advocacy at global level
Elements of advocacy and issues for evaluation

- Multiple components to advocacy work
- Multiple actors do advocacy work
- Responsive action to changing context
- Change achieved beyond timeframe of the advocacy campaign
- Defining success may differ depending on who you ask
Elements of a theory of change approach for evaluation

• ‘Theory of change’…explains how an intervention (a project, a programme, a policy, a strategy) is understood to contribute to a chain of results that produce the intended or actual impacts (BetterEvaluation)

• Evaluating through Theory of Change approach focuses on extent to which chain of results have been achieved and testing the plausible causal connections between change
Applicability of Theory of Change approach to advocacy campaigning

- Multiple components to advocacy work
- Multiple actors do advocacy work
- Responsive action to changing context
- Change achieved beyond timeframe of the advocacy campaign
- Defining success may differ depending on who you ask

Contribution
- Contribution analysis
- Theory of Change / Theory of Action
- Interim measures
- Transparency reveals values and reason
Our evaluation practice to date

Use of the Theory of Change as lens through which to frame inquiry

- Documentation reviewed through lens of Theory of Change
- Key informant interviews analysed through lens of Theory of Change
- In-depth case studies examined through lens of Theory of Change
Use of the Theory of Change as lens through which to frame inquiry in these areas

Children enjoy good health
Number of preventable deaths of children and their mothers reduced
Contribute to achievement of MDGs 4 and 5

Improved health
Policy implementation

Policy change

Increased support and demand for action

WV campaign practice

Coordination, oversight and accountability of World Vision efforts
Our practice to date

PHASE 1
- Explore the CHN advocacy campaign model
- Assess contribution of Child Health Now to World Vision advocacy capacity

PHASE 2
- Assess the impact or contribution of the campaign to meeting objectives across multiple spheres of influence

Document review
  Interviews
  Case studies

Analysis and synthesis of locally conducted campaign evaluations
Lessons learned so far on the practice of the Theory of Change approach

1. Helps manage and make sense of diverse and multitude of reporting and stakeholder perceptions
Lessons learned so far on the practice of the Theory of Change approach

2. Identifying reported results is relatively easy to do

3. Identifying reported linkages is relatively easy to do
Lessons learned so far on the practice of the Theory of Change approach

1. Helps manage and make sense of diverse and multitude of WV reporting and stakeholder perceptions

2. Identifying results is relatively easy to do

3. Identifying linkages is relatively easy to do

4. Contribution analysis is more challenging!!

5. Mixed method approach works well

6. There is a need for phased approach for evaluation
Key take homes for theory and practice of a theory of change approach

✓ Look outside the Theory of Change

✓ Explore both the reported and unreported results – how and why did this happen...

✓ Explore ‘what works for whom and under what conditions’

✓ Focus more on the detail and the methods to operationalise the Theory of Change approach in practice