

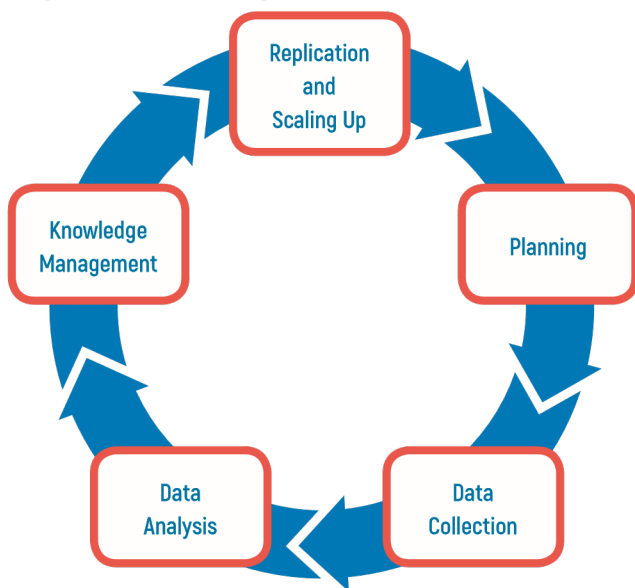


To visualize how these elements work together, see the following diagram:

### Measuring success

The M&E tools reflect the logic of the project and follow an implementation cycle, as shown in the figure below.

**Figure 11: M&E cycle**



The cycle is described as follows:

- **Planning.** Define the evaluation questions and what you intend to measure.
- **Data collection.** This can involve qualitative methods (interviews, focus groups, etc.) and quantitative methods (quantitative surveys, tracking numerical indicators, etc.).

- **Data analysis.** Your data should tell a story and answer meaningful questions. To what extent did the advocacy intervention succeed in mobilizing domestic funds for malaria control? How valuable are the advocacy outcomes to the overall malaria control and elimination goals?
- **Knowledge management.** What have you learned from the evaluation? The ultimate purpose of M&E is to promote accountability. Not using the M&E findings would be a waste of time and resources.
- **Replication and scaling.** How will you use the data, apart from reporting? Can your experience help others mobilize more resources for malaria control?<sup>14</sup>

### Section 2: M&E Tools

When developing your advocacy strategy, it is essential to have consensus on objectives, outputs and outcomes. These should be appropriate and realistic within the context of your advocacy work. In addition, plan carefully when choosing indicators; select those that will best measure progress and are possible to track accurately.

The M&E framework should be developed during the Planning Stage ([Module 2](#)) to accompany your [action plan](#) (pg. 26). The M&E framework takes a different look at actions—showing how outputs help achieve campaign outcomes. These outcomes allow you to achieve your objectives and eventually the advocacy goal.

In the M&E logical framework included below, list your objectives in the first row, along with the indicators you will use to track them, the targets you have set and when you intend to achieve them, and what sources of information you will use to track their achievement. Then, do the same for outcomes and outputs related to the objectives.

### M&E logical framework

	Description	Indicators	Targets	Source of information
Objectives				
Outcomes				
Outputs				
Activities				

*Adapted from: Tools4Dev. Monitoring and evaluation (M&E) plan template. Retrieved from <http://www.tools4dev.org/resources/monitoring-evaluation-plan-template/>*

14 Adapted from: Roll Back Malaria Partnership. August 2014. RBM Advocacy for Resource Mobilization (ARM) Guide.

Below is a relatively simple sample M&E framework.

	Description	Indicators	Targets	Source of information
<b>Objectives</b>	1. Expand the network of private sector leaders supporting anti-malaria efforts through the campaign to include 50 individuals by 2020.	Number of private sector leaders involved in malaria	50 private sector leaders by 2020	Project records
	2. Through advocacy, build a coalition of parliamentarians and members of government able to increase budgetary spending for malaria by 50% 2020	Dollars spent on direct malaria programmes	Increase by 50% from 2018 baseline by 2020.	Budgetary records.
<b>Outcomes</b>	1.1 Greater appreciation and understanding among private sector leaders of the challenges to implement effective malaria control.	Composite indicator based on knowledge statements on malaria control	100% of private sector participants in outreach efforts report a better understanding of malaria control by 2021.	Surveys at start of campaign and at the end.
	1.2 Percentage of employees, families and community members protected from malaria through investments made by companies.	Number of employees, families, and community members with access to malaria prevention tools.	10,000 people protected through investments made by companies by 2020.	Project records.
	2.1 Positive contacts made or discussions held between private and public sector to advocate for improving malaria control in-country.	Number of contacts made Number of discussions held	25 meetings by private sector partners with public sector decision makers by 2020.	Project Records Meeting minutes
	2.2 Agreement on the part of public sector decision makers to increase resources to improve malaria control.	Votes or actions taken by those with budgetary decision-making power.	Parliamentarians pass a bill to increase in malaria funding by 2020.  The President does not veto the proposed increase.	Parliamentary records. Government records.
<b>Outputs</b>	1.1.1 Private sector members attend workshops.	Number of private sector workshop attendees.	At least 50 members of the private sector attend workshops by 2020.	Project records.
	1.2.1 Companies invest in campaign anti-malaria efforts.	Amount contributed.	Over is contributed by companies by 2021.	Project records.
	2.1.1 National leaders attend advocacy events	Number of event attendees	Over 50 national decision-makers attend advocacy events by 2020.	Project records
	2.1.1 Parliamentarians join a malaria committee	Number of committee members	At least 10 parliamentarians join committee by 2020.	Parliamentary records

### Build a monitoring plan

When choosing indicators, remember that data collection will require time and energy on the part of campaign staff. You may not be able to track all of the indicators that would be part of an ideal M&E framework, so carefully prioritize what you collect.

When possible, collect data from existing sources (government publications, Google Alerts ([www.google.com/alerts](http://www.google.com/alerts)) for media mentions, data provided by international organizations, etc.). Store these indicators on a single document that you share with team members to avoid duplicating efforts.