



“YOU DON’T HAVE TO KNOW WHERE YOU ARE TO BE THERE, BUT IT IS HELPFUL TO KNOW WHERE YOU ARE IF YOU WISH TO BE SOMEPLACE ELSE.”

WILLIAM H. FOEGE
 EMERITUS PRESIDENTIAL DISTINGUISHED PROFESSOR OF INTERNATIONAL HEALTH
 EMORY UNIVERSITY GATES FELLOW, BILL AND MELINDA GATES FOUNDATION

MONITORING, EVALUATION & USEFUL TOOLS

MONITORING AND EVALUATION

For many advocates, time is limited and resources are few, making it difficult to monitor and evaluate advocacy work; yet doing so allows you to assess whether your work is having an impact and to modify your efforts accordingly. This can save you time and effort in the future and ensure that your work is effective.

An evaluation at the conclusion of your campaign may generate recommendations for the future.

HOW TO EVALUATE PROCESS

Take some time to note useful lessons learnt. Discuss what has or has not worked and share ideas.

Ask yourself:

- » Are your techniques working? How effective are they?
- » Are you reaching your target audience?
- » Are you still sure that your target audiences, messages and communications channels are the most appropriate for achieving your objectives? Be prepared to review and revise these crucial parts of your campaign.

HOW TO EVALUATE IMPACT

Evaluating impact can be extremely difficult and can be more time-consuming than evaluating process. Reliable indicators of success can be difficult to find, because a wide range of circumstances and events are often responsible for social change. Nevertheless, evaluation is possible.

- » Set your goal and decide how you will measure it. For media coverage, you might want to set a goal like “international media coverage” and decide to measure it by counting the number of targeted news outlets that covered your story.
- » Other ways of measuring impact will depend on the nature of your target audience, and often rely on inside knowledge about who is taking key decisions, when they are doing so and on what basis.
- » Consider whether there is firm or anecdotal evidence that your target audiences have changed their attitudes or behaviour. Market research and opinion surveys can be a useful, if expensive, way of measuring the effectiveness of a public education campaign.



USEFUL TOOLS CONTAINED IN THE WHO ADVOCACY TOOLKIT

***Preventing chronic diseases: a vital investment* – Overview**

Available in French and English.

www.who.int/chp/chronic_disease_report/en/

Information sheets

Information on chronic disease risk factors, prevention, and the economic impact of chronic diseases. Available in French and English.

www.who.int/chp/chronic_disease_report/media/information/en/index.html

Posters

“Face to face with chronic disease” in a selection of display posters. Available in French and English.

www.who.int/chp/chronic_disease_report/media/posters/en/index.html

Policy briefs

Overview of policy options available for responding to chronic disease.

Media features

A selection of packaged media features covering areas such as the myths surrounding chronic disease, the obesity crisis and the poverty cycle.

CD-DVD multimedia pack

Containing a range of tools, including the following:

***Preventing chronic diseases: a vital investment* – full report and Overview**

Available in multiple languages.

www.who.int/chp/chronic_disease_report/en/

Report overview: slide presentation

Summary of *Preventing chronic diseases: a vital investment* in presentation slides. Available in multiple languages.

www.who.int/chp/chronic_disease_report/presentation/en/index.html

Region-specific and country-specific information sheets

Facts and figures on the predicted growth of chronic disease by regions and countries.

www.who.int/chp/chronic_disease_report/media/impact/en/index.html

Technical papers

Working paper on data sources, methods, results for projections of mortality and burden of disease for 2005, 2015, 2030.

www3.who.int/whosis/menu.cfm?path=evidence,burden,burden_proj,burden_proj_results&language=english

Video on chronic disease

Seven-minute video tackling some of the misunderstandings surrounding chronic disease.

www.who.int/chp/media/Video_gallery/en/

Video news release

Commentary to accompany footage, for media use.

www.who.int/chp/chronic_disease_report/media/footage/en/index.html

Photo stories

Stories of people living with heart disease, stroke, cancer and other chronic diseases.

www.who.int/features/2005/chronic_diseases/en/index.html

www.who.int/chp/chronic_disease_report/cancer_case_studies/en/index.html

Photos of people living with chronic disease around the world

www.who.int/chp/chronic_disease_report/media/photos/en/index.html

Facts about chronic disease

Some startling facts about chronic disease. Check your knowledge.

www.who.int/features/factfiles/chp/01_en.html

Text of WHO Global Strategy on Diet, Physical Activity and Health

www.who.int/dietphysicalactivity/en/

Text of the WHO Framework Convention on Tobacco Control

www.who.int/tobacco/framework/download/en/index.html

Text of The Bangkok Charter for Health Promotion in a Globalized World

www.who.int/healthpromotion/conferences/6gchp/hpr_050829_%20BCHP.pdf