

Using Simple Measures to Track Progress Toward Achieving Public Policy Goals

Measuring Progress in Pursuing Public Policy Goals



Use the following tools to track the number and quality of interactions you have (on a single policy issue) with people or organizations who

- “ you want to influence;
- “ may be speaking about the same or different policy issues; and/or
- “ may support your policy idea and its implementation.

Part I: Agenda Setting and Relationships

Measures	Value	
Number of individuals or groups with similar concerns	#	
Number of individuals or groups with dissimilar concerns	#	
Number of meetings; Opportunities taken to provide input to X or Y	#	
Number of events organized	#	
Number of written communications made	#	
Number of outputs shared	#	
Number of oral comments made to decision-makers	#	

Part II: Options Development

Measures	Value	
Quality and number of option(s) developed	Qual. #	
Evidence of policy debate from content analysis of meeting minutes and media reports	Qual. #	
Number of individuals or groups with similar ideas or concerns	# Qual.	
Number of individuals or groups with dissimilar ideas or concerns	# Qual.	

Part III: Communications & Advocacy

Measures	Value	
Existence of plan (objectives, activities, identification of responsibilities for specific tasks/actions, timelines and evaluation)	Y/N	
Tone of reaction to shared outputs	Qual.	
Number of contacts with people who can influence change	#	
Number of contacts with people who can make decisions regarding opportunities, issues and risks	#	

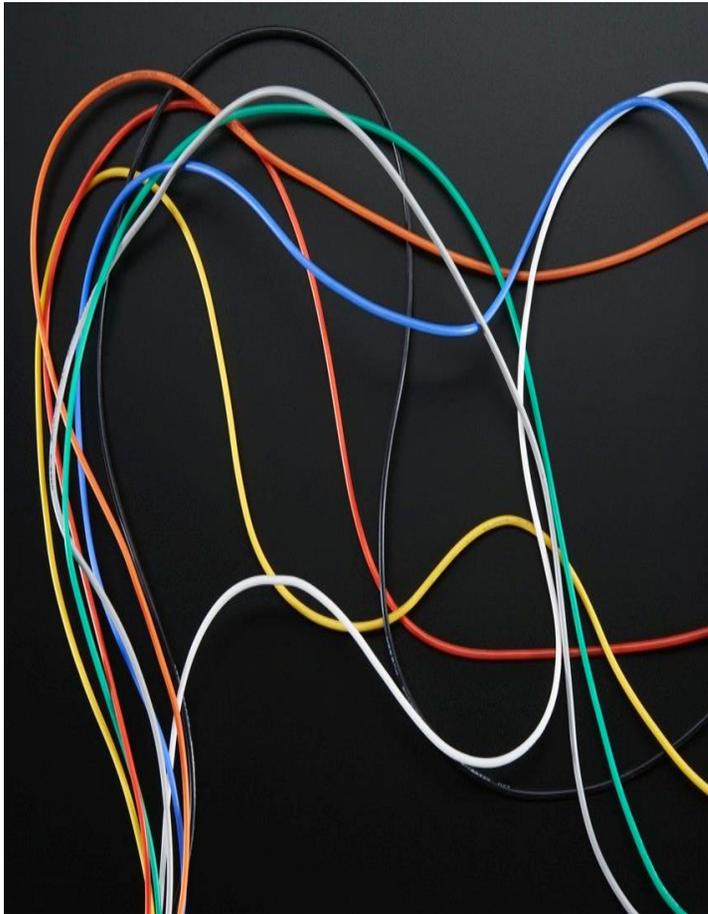
Part III: Communications & Advocacy

Measures	Value	
Number and type of policy proposals announced by influencers ; Degree of alignment with other influencers' proposals	# Qual.	
Number and type of policy proposals announced by decision-makers; Degree of alignment with other proposals	# Qual.	
Number and type of changes made directly related to policy goal (partial or full, budgetary or non-budgetary)	# Qual.	

Part IV. Developmental and Summative Evaluation

How can we measure...	Value
Levels of Trust with key people?	Can be quantitative : (Low=0; High=10) or qualitative (description, colour, letter grade)
Levels of Cooperation with key people?	0 1 2 3 4 5 6 7 8 9 10 Not so good So-so Pretty Good Great!
Evidence of Policy Change?	  
Evidence of Changed Behaviour(s)?	F E D C B A
Funding, Legislation, Regulation?	\$ and qualitative
Health Outcomes Achieved?	# and qualitative description

Why Measure Progress in Pursuing Policy Goals?



Checking how your internal efforts are doing at changing how people think about a policy issue or how they act on a policy option you propose is not only about tracking your progress at achieving a goal, but also about

- “ recognizing successes when they happen;
- “ sharing those successes with partners and stakeholders; and
- “ saying, “Thank you,” when someone supports the progress you make.