Evaluating How Activities Contribute to a Particular Policy

Changing policies takes time and so does policy evaluation. In the context of sexual violence prevention, evaluating policy work often means evaluating how particular activities contribute to the development or implementation of a particular policy, whether that be an organizational policy or public policy. **Use the following charts[1] with your team to identify potential measures for evaluating your policy activities.** Space is provided to add ideas unique to your own work. The chart is broken out into 3 sections: measuring capacity to implement policy efforts, measuring factors supporting policy efforts, and measuring visibility of the policy efforts.

Measuring Capacity to Implement or Maintain Policy Efforts

Outcomes	Indicators	Possible Data Sources
Increased training and technical assistance (TTA) on policy issue	• % of organizations that receive TTA to improve policies • # of outreach calls with employers to discuss benefit/policy • # of new trainings developed • # of stakeholders completing training • # of TTA requests received • # of implementers who receive training/materials on policy	Document/record review to gather information on communications and events Training/Presentation tracker to measure provision of TTA Event and contact management database to capture engagement and attendance
Increase in knowledge/ understanding of policy issue among stakeholders	• % of stakeholders reporting comprehension of policy • % of trained employers reporting increased understanding of policy	Partner/Stakeholder surveys to assess changes in knowledge or understanding

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1   Examples adapted from the DELTA Impact Program.

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Measuring Capacity to Implement or Maintain Policy Efforts

Outcomes	Indicators	Possible Data Sources
Increase in capacity to implement/sustain policy efforts	• % of organizations reporting readiness to participate in policy activities • % of staff reporting increased resources dedicated to policy effort	Partner/Stakeholder surveys to assess organizational capacity and resources

Measuring Factors Contributing to Policy Change/Implementation

Outcomes	Indicators	Possible Data Sources
Increased stakeholder/ partner engagement	• # of organizations or stakeholders attending trainings • # of organizations completing surveys • # of endorsements for policy efforts	Training logs and surveys of local employers
Increased stakeholder/ partner capacity building	• % of organizations receiving professional development related to policy/procedure • # of organizations completing internal policy scans or assessments	Surveys or assessment tools of employers and/or organizations, or school
Increase in capacity to implement/sustain policy efforts	• % of organizations reporting readiness to participate in policy activities • % of staff reporting increased resources dedicated to policy effort	Partner/Stakeholder surveys to assess organizational capacity and resources
Increased use of resources and tools	• # of organizations requesting TTA • # of organizations identifying needs or receiving recommendations • # of resources accessed/downloaded	Request logs or other tracking sheets Analytics for website visits or downloads

Measuring Factors Contributing to Policy Change/Implementation

Outcomes	Indicators	Possible Data Sources
Improved policies and procedures	• # of new or revised policies • % of trained organizations' reporting change in policies after training	Surveys of employers and/or organizations Continual policy scans
Changed policies and procedures implemented	• # of organizations reporting structural change (e.g. creation of a lactation room, onsite day-care, etc.) • # oof benefit claims filed with employers • % of employees reporting change in workplace climate • % change in organizational policy scorecard tool	Surveys of employers and/or organizations Local, state or territory administrative data

Measuring Visibly and Attention Paid to Policy Efforts

Outcomes	Indicators	Possible Data Sources
Increase in attention paid to issue on traditional media	• # of earned media coverage on issue (i.e. interviews, stories, etc.) • # press releases released on issue • # times policy scan cited in partner publications/reports	Media analytics and document review to measure coverage of issue
Increase in public attention paid to issue on social media	• # comments on posts on issue as proxy for level of public engagement • # instances of policy scan findings/ materials on coalition or member organizations' website(s) • # individuals who engaged (commented, liked, shared) with posts on issue	Social media analytics and content analysis to assess engagement, impressions, and reach
Increase in discussion on issue by statewide leadership or policymakers	• # of times issue mentioned in decision maker meetings or reports • # of times issue mentioned by decision makers in the media and on social media • # of times issue are a focal issue during meetings • Proportion of meetings with issue on agenda	Document review and observations to evaluate frequency and nature of discussion of issue

Measuring Visibly and Attention Paid to Policy Efforts

Outcomes	Indicators	Possible Data Sources

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