**Advocacy Impact Reporting Tool**

This tool will help you to gather information and evidence on the Nutrition Cluster advocacy progress allowing advocacy evaluation and learning.

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| **Success**: |
| 1. What is the advocacy progress? Include details such as:
* description of the progress
* how it was achieved
* start date and end date
* any incremental progress that happened along the way
* the main decision makers influenced
1. Why is this advocacy progress significant? What was the reality prior to the advocacy progress?
2. If this win is part of a larger advocacy or long-term program goal, please describe the larger advocacy goal?

  | *This section describes the advocacy progress that occurred by providing details that fully describe its significance. The Advocacy Indicator can help to describe the progress achieved.* |
| **Impact/Reach:** |
| 1. Describe how the advocacy progress will translate into a better life for target population?
 | *This helps quantify the impact that the advocacy work could potentially have. Evidence is likely to rely on secondary quantitative data, but with some validation of this claim.* |
| **Reflection and Learning:** |
| 1. What were the main challenges faced, and were they overcome? If so, how?
2. What influencing tactics were particularly effective/ineffective?
3. What would you do differently next time?
4. What are the next advocacy steps/follow-up?
 | *This ensures that learning from this success can fed into other work, to improve quality and impact in the future.* |