

COMPASS CAMPAIGN ADVOCACY ASSESSEMENT TOOL (CCAAT)

Partner Guidance:

This tool is designed to help you identify, describe, and analyze the progress of your campaign. You should complete it in consultation with other campaign advocates in your organization/coalition to ensure a comprehensive and reliable review. This assessment should be completed semi-annually as a complement to the route finder, and it will help feed into your semi-annual reporting. You will need to complete one separate assessment for each of your campaigns.

The primary focus of this tool is on the outcomes or “wins” of a particular campaign. These “wins” are short-term or intermediate results that contribute to the achievement of the campaign goal (i.e. long-term outcome). “Wins” are normally construed as positive – although we are also interested in recording those wins that were hoped for but not achieved and why they were not achieved. Wins may be expected/predicted (i.e. based on your Strategic Action Plan or SAP where you have identified them) or unexpected/unpredicted. There are different levels of wins – and we are interested in you thinking about and recording all types of wins. For example, they may be a “true win” that represent a key policy, process, or behavioral change; a “pivotal win” that have affected follow-up decisions in major ways; or a “hold-the-line win” where a threat was averted, such as a harmful action, decision, or policy or something that was expected to happen but did not. To minimize bias towards uncovering only positive outcomes, the tool also encourages a critical discussion of “setback outcomes” that may have stalled or blocked the achievement of a campaign goal. These categories are by no means exhaustive but are aimed at allowing you to think about all the possible types of wins your campaign has achieved.

Campaign Title, from Strategic Action Plans	
Goal	
Objective/s	
Assessment Date	
Assessment Member Names	

Part 1

<i>This part of the tool will ask you to rate as a group the progress of your campaign towards achieving the “wins” to date. Use your SAP as reference. Please mark the appropriate color cell.</i>					
Outcomes: Code “E” for Expected and “U” for Unexpected after each statement.	No Win	Partial Win	Full Win	a) If coded yellow (partial win) or green (full win), describe the observable attitudes, behaviors, and practices of your target stakeholders that may signal a positive shift or change (win) that could contribute to your goal achievement. b) If coded red (no win/setback), describe the current conditions that impede or setback the achievement of the desired win.	Identify follow-up actions to help improve, intensify, or sustain the attainment of the win or overcome a setback and negative outcome.
Ministry of Health have indicated that young people below 16 years are not facing health challenges that warrant amendment of section 35 of the Public Health Act to Parliament. (U)	✓			While significant progress was made to petition parliament which resulted in public consultations, Ministry of Health have indicated that there is no need to amend section 35. Instead, Parliament should focus on ensuring young people have access to education.	• Conduct round table meeting with CSOs working on the same agenda to plan next steps. • Engage allies from Ministry of Health and Parliament to discuss possible next steps.

Part 2

<i>This part of the tool will ask you to rate the significance, influenceability, and durability of the “wins.” Please use the numerical codes below and substantiate the rating through a brief explanation or evidence.</i>						
List of outcomes (partial and full wins only) from Part 1.	Significance of “wins” How important is this outcome to achieving your campaign goals??		Influenceability by advocates How influential were COMPASS partners and advocates to achieving the outcomes?		Durability of “wins” Once this targeted outcome is achieved, how likely is the benefit to be maintained?	
	4: Very significant: No progress on the campaign goals and objectives was possible without progress toward this win.		4: High influence: The focus of our influence was susceptible to change, we had direct access to the barrier, and we helped address/remove it.		4: Very likely: Once the outcome is achieved, change is stable.	
	3: Significant: Critical to achieving the campaign goals and objectives.		3: Moderate influence: The focus of our influence was susceptible to change, and we helped move it to some extent.		3: Likely: Change is somewhat stable and can be maintained with limited but continued and sustained effort.	
	2: Moderately significant: Plays an important role in advancing the campaign’s goals and objectives but alone will not make a significant difference.		2: Partial influence: Some aspects of the focus of our influence were susceptible to change, we helped move it in a limited way.		2: Moderately likely: Change will only be maintained with high-level continued attention and effort.	
	1: Slightly significant: Of some limited important or with minor influence on the campaign goals and objectives.		1: Very limited influence: There was very indirect or limited, if any, influence by us or on the focus of our influence.		1: Slightly likely: Change is highly contested and will require vigorous efforts to address new forms of the same barrier.	
	0: Not at all significant: No direct link to the campaign goals and objectives.		0: Uninfluenceable: While the focus of our influence may be important, it has not been possible for us to influence or change it.		0: Not at all likely: No durability at all.	
	Rating	Substantiation	Rating	Substantiation	Rating	Substantiation
1.						
2.						
3.						
4.						

