

ENGAGEMENTS WITH DECISION MAKERS

Output indicator

Indicator Phrasing

INDICATOR PHRASING: The number of decision makers met or engaged with

What is its purpose?

Demonstrates influence - total number of policy makers and decision makers at each meeting or engagement. A policy maker or decision maker is someone who is able to approve and/or implement the public policy or practice change you are seeking to influence.

How to Collect and Analyse the Required Data

Keep a tally of policy makers and decision makers at each engagement or meeting you organise. Engagements can include personal meetings, email exchanges, events, submission of policy proposals, and other forms of engagement where the advocated topic is discussed.

Disaggregate by

You may wish to disaggregate by 'new' and 'existing' contacts, or by the decision makers' positions / seniority and by the types of engagement, but only if this is useful for your own monitoring, evaluation and learning purposes.

Important Comments

Complement the value of this indicator with qualitative information on the outcomes of the 'engagements', such as what insights were gained, what was agreed, steps forward by the decision maker as a result of the engagement, etc.