Advocacy Using Evaluation Evidence Training Course

Professional Development Training Course Outline

Category	Monitoring and Evaluation	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In an era of evidence-driven decision-making, advocacy organizations, governments, and development partners are increasingly required to translate evaluation findings into actionable influence. Advocacy Using Evaluation Evidence Training Course equips participants with practical skills to transform monitoring and evaluation (M&E) evidence into powerful advocacy tools that shape policies, funding priorities, and social change agendas. Participants will learn how to synthesize quantitative and qualitative evidence into compelling messages that resonate with policymakers, donors, media, and communities.

The training emphasizes results-based advocacy, data storytelling, and strategic communication using real-world evaluation data. Through applied case studies from public policy reform, social accountability, health, climate action, and governance programs, participants will gain hands-on experience in using evaluation evidence to influence legislation, institutional reforms, and program scale-up while maintaining credibility, ethical integrity, and contextual relevance.

Programme Curriculum

Advocacy Using Evaluation Evidence Training Course

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Course Objectives

By the end of the training, participants will be able to:

1. Apply evidence-based advocacy frameworks to influence policy and decision-making
2. Translate evaluation findings into clear advocacy messages
3. Identify policy windows using evaluation data and impact results
4. Integrate M&E evidence into advocacy strategies and campaigns
5. Use data visualization and storytelling for policy influence
6. Strengthen results-oriented advocacy planning using evaluation insights
7. Align advocacy messages with donor priorities and national development agendas
8. Communicate evaluation evidence to non-technical audiences
9. Leverage impact evidence to mobilize resources and partnerships
10. Apply ethical standards in evidence-based advocacy
11. Utilize learning and adaptive management for advocacy effectiveness
12. Measure advocacy outcomes using impact and contribution analysis
13. Design evidence-informed policy briefs and advocacy products

Target Audience

1. Monitoring and Evaluation Professionals
2. Advocacy and Policy Officers
3. NGO and CSO Program Managers
4. Government Policy Analysts and Planners
5. Donor and Development Partner Staff
6. Research and Learning Specialists
7. Communication and Knowledge Management Officers
8. Social Accountability and Governance Practitioners

Course Modules

Module 1: Foundations of Evidence-Based Advocacy

- Advocacy concepts and influence pathways
- Role of evaluation evidence in advocacy
- Policy cycles and decision-making structures
- Linking program results to advocacy goals
- **Case Study:** Using evaluation results to influence education policy reform

Module 2: Understanding and Interpreting Evaluation Evidence

- Types of evaluation evidence for advocacy

- Credibility, validity, and reliability of data
- Interpreting quantitative and qualitative findings
- Synthesizing complex evaluation results
- **Case Study:** Interpreting health impact evaluations for national advocacy

Module 3: Advocacy Strategy Development Using Evidence

- Evidence-informed advocacy planning
- Stakeholder and power analysis
- Defining advocacy asks based on evaluation findings
- Timing advocacy with policy windows
- **Case Study:** Climate adaptation evidence shaping county-level policies

Module 4: Data Storytelling for Policy Influence

- Framing evidence for different audiences
- Visualizing data for advocacy impact
- Narrative techniques for evaluation findings
- Simplifying technical M&E data
- **Case Study:** Data storytelling in social protection advocacy

Module 5: Communication Tools for Evidence-Based Advocacy

- Policy briefs and advocacy briefs
- Infographics and dashboards for influence
- Media engagement using evaluation data
- Digital advocacy and social media evidence use
- **Case Study:** Media advocacy driven by evaluation evidence

Module 6: Ethics, Credibility, and Risk Management

- Ethical use of evaluation evidence
- Managing bias and political sensitivity
- Protecting data integrity and confidentiality
- Responding to evidence contestation
- **Case Study:** Ethical dilemmas in governance advocacy

Module 7: Measuring Advocacy Effectiveness

- Advocacy monitoring and evaluation frameworks
- Outcome harvesting and contribution analysis
- Tracking policy and behavior change
- Learning and adaptation in advocacy efforts
- **Case Study:** Evaluating advocacy impact in gender policy reform

Module 8: Scaling Impact Through Evidence-Informed Advocacy

- Using evaluation evidence for resource mobilization
- Influencing donors and funding decisions
- Partnerships and coalition advocacy
- Sustaining advocacy impact over time
- **Case Study:** Scaling public health interventions using evaluation evidence

Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

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