

# A pilot project measuring the Quality of Discourse: An Advocate's perspective

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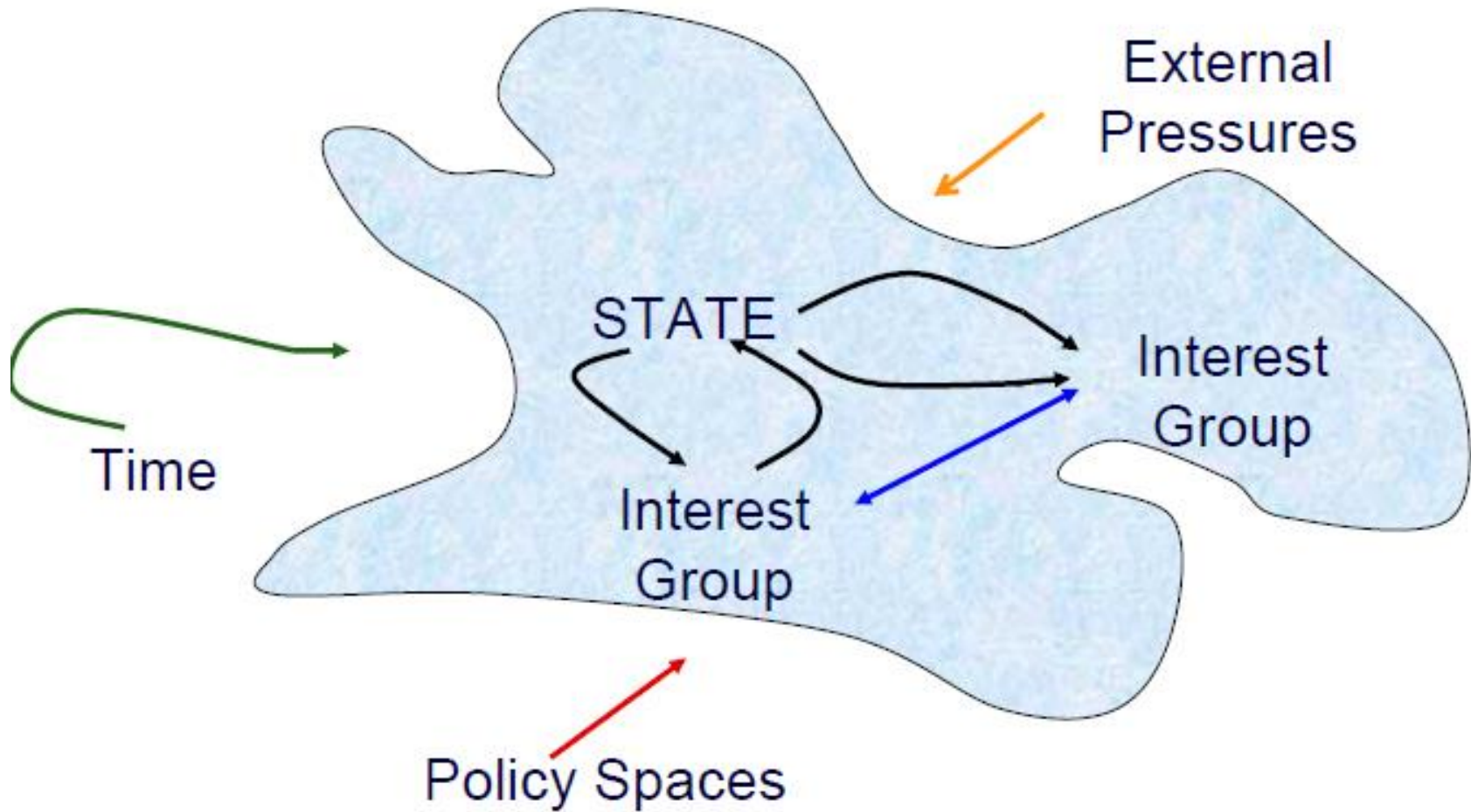
# OUTLINE

- What? Policy and Advocacy context
- Why? Rationale for analyzing discourse
- How? Key steps and activities
- Challenges and lessons learnt

# CONTEXT

- CARE is a global NGO working in 80 + countries,
- Priorities include influencing US foreign policy on gender equality issues globally
- Progress in recent years in getting policy change e.g. on GBV, child, early and forced marriage (CEFM).
- Some key questions:
  - Are policies being implemented?
  - Is CARE's advocacy having an impact?

# Policy change is messy



# DIMENSIONS OF POLICY INFLUENCE

- Policy change involves range of forces and actors, navigating politics and power, competing narratives, ongoing learning
- Advocacy and M&E related to policy implementation particularly challenging
- Different elements to influence and monitor e.g.
  - Policy content: important, but not enough
  - Actions or behavior of govt. officials
  - Discourse or language

# Why Analyze Discourse?

- Starting point was adapting policymaker scorecard to monitor Administration action
- What govt. officials say matters: helps us understand thinking, outlook, priorities
- Analyzing discourse can help assess advocacy impact and potentially monitor progress in implementation
- Focus is analyzing change in how officials talk about child marriage

# Steps/elements of strategy

- Goal: Implementation of policy mandates around GBV and child marriage
- Identification of key USG officials responsible for implementation (e.g. USAID, State Dept. White House)
- Defining changes we would like to see e.g.. actions taken and statements made
- Developing and carrying out advocacy activities

# Examples of advocacy activities

- Defining and disseminating messages e.g. through briefs, meetings, online campaigns
- Coordinate closely with advocacy partners and coalitions e.g. Girls Not Brides coalition
- Discourse monitoring and data collection e.g. meeting notes, public speeches, media statements, blogs, social media etc



# Examples of discourse

Promote girls agency

Dowry

Community mobilization

Social norms

Alternatives / options for girls

Poverty?

*Engage men and boys*

Girls sexuality & family honor

More than education – comprehensive approach

# Methodology and results

(Over to Susanna!)

# Challenges and questions

- Turnover of administration staff/officials
- Discourse behind closed doors
- Are the findings useful for strategic planning?
- Can we discern CARE's contribution?
- Link to CARE's advocacy goal: implementation