

ToC change by different stakeholders

Strengths:

- The ToC shows a gradient of change in awareness, will & capacity, and action across three stakeholder groups: the public, 'influentials' and policy-makers.
- The guide integrates ToC with MEL system planning.
- The gradient of change is very relevant to track advocacy outcomes.

Weaknesses

- No emphasis on assumptions
- Some analysis refer to this as a Theory of Action as it focuses on practical aspects

Advocacy and Social Justice: Measuring IMPACT.

