STANDARD SECTOR INDICATOR CODE: CED-001	**Individuals trained in advocacy:** Number of individuals trained in advocacy. (CED-001)	
CED SECTOR	**Sector Schematic Alignment** **Project Area:** Organizational Development **Project Activity Area/Training Package:** Advocacy	
Type: Output	**Unit of Measure**: Individuals	**Disaggregation:** **Sex:** Male, Female

Definitions:

Advocacy – the process or act of supporting a cause

Rationale: An increase in the number of individuals trained to do advocacy increases the likelihood that civil society (individuals and organizations) will become effective in building support for a cause or issue. Strong civil society is important to raise the standard of living.

Measurement Notes:

1. **Sample Tools and/or Possible Methods (for Peace Corps staff use):** Volunteers should use data collection tools to measure progress against project indicators. For more information on the suggested methods, please see **Appendix I in the MRE Toolkit.** Also be sure to check **this link** on the intranet page as sample tools are regularly uploaded for post use. Once a tool has been selected and/ or developed for the post, staff should have a few Volunteers and their partners pilot it, and then distribute and train Volunteers on its use.

2. **General Data Collection for Volunteer Activities:** All Volunteer activities should be conducted with the intention of achieving outcomes – knowledge change (short-term), skills demonstration (intermediate-term), and behavioral changes (intermediate to long term) as defined by the progression of indicators within the objectives of a project framework. The progression of measurement for all Volunteer activities should begin with baseline data being conducted prior to the implementation of an activity (or set of activities), followed by documenting any outputs of the activities and then later at the appropriate time, measurements of specific outcomes (see "Frequency of Measurement").

3. **Activity-Level Baseline Data Collection:** Because this is an output indicator that does not measure any change, there is no need to take a baseline measurement before reporting the results of this indicator. However, Volunteers should take baseline measurements for any outcome indicators that are related to this output indicator. Refer to the project framework to review related outcome indicators.

4. **Frequency of measurement:** An output indicator only needs to be measured once—in this case, every time the Volunteer holds a training event (or series of events) on advocacy, he/she will want to keep track of the number of unique individuals who participated in the event(s) and report on it in the next VRF.

5. **Definition of change**: Outputs do not measure any changes. However, for an individual to be counted for this indicator, an individual must participate in some type of training event focused on the topic of advocacy.

6. **General Reporting in the VRF**: In the case of output indicators, Volunteers only have one box to fill in on their

VRF: "total # (number)."

7. **Reporting on Disaggregated Data in the VRF:** This indicator is disaggregated by "Sex". When reporting in the VRF, a Volunteer should disaggregate the total number of individuals by male and female gender.

Data Quality Assessments (DQA): DQAs are needed for each indicator selected to align with the project objectives. DQAs review the validity, integrity, precision, reliability, and timeliness of each indicator. For more information, consult the Peace Corps MRE Toolkit.

Alignment with Summary Indicator: NO LINK