Internal Recruitment	The recruitment of coalition members and others to work together toward policy change.	Recruitment of people to attend meetings, write letters, make presentations on behalf of a coalition, serve as liaisons, and other activities that relate to the efforts of the coalition. Goal includes a diverse array of participants including people who are community leaders, parents of school children, people who live in an identified neighborhood, etc.	*Number* and type of recruitment efforts (fliers, presentations, contacts database, , etc), the *number* of participants and the *affiliation* of each participant.
Internal Education	Efforts to build interest and engage coalition participants, leaders and/or staff to discuss, define, and understand policy-related content. This should also include cataloging the motivations and interest level of the participants on policy issues.	Discussions on defining "policy," guest speakers, presentations, and anything that contributes to education and capacity building among group participants.	*Number* of events, presentations, etc. and a *description* of each one. Attendance records, pre- and post tests or session evaluations can assist in evaluating each event based on event objective.
Development of Mission and Vision Statements	Group process of developing common goals and mission and vision statements for policy activities.	In order to protect community-engagement groups may choose to use this process to identify leadership, making sure to incorporate all voices regardless of the position of power of each group member.	Completion of a vision and mission statement that the entire group agrees upon.
Identification of Policy Objectives	Development and identification of clearly defined policy areas, types of policies, or specific policies that the coalition intends to impact. This may include identification of the scope of policy change such as local, state-level, or national policy change.	The selection of a policy area, such as "school wellness" and specific areas that the group would like to impact, such as structured physical activity in the curriculum, healthy foods, the removal of vending machines, access to safe outdoor spaces during the school day, etc.	*Number* of clearly defined policy objectives that the group has selected (the goal here is not necessarily to identify a high number of objectives) and a *description* of what those objectives are.
Health Research	Health research (qualitative, quantitative, ethnographic, literature searches, etc.).	Implementation of Rapid Assessment, Response, and Evaluation (RARE), Community-based Participatory Research (CBPR), conducting a literature and web search, identifying evidence-based practices, or some combination of those methods in order to identify local needs and targets for policy change.	*Number* and *description* of assessments and research efforts. Record *who* is involved and in what capacity (trainers, trainees, researchers, etc.)

(continued)

FIGURE 1 (CONTINUED)

Policy Research	Any kind of research (see above) that focuses on any aspect of existing policy including community input and unintended consequences.	An extensive search for policy processes and existing policies. Researching evidence-based policy recommendations. Following initiatives in other states/cities. Collecting information from community members about issues that affect the community.	*Describe* range of existing policies and their implications for policy objectives. Define *who* conducted the research and how (may want to keep a log book of resources and a record of search criteria).
Research on Stakeholders	Identification of key decision-makers and researching their political affiliations, goals, histories of political involvement, networks, and personal and professional motives.	Through interactive communication, determine the direct and indirect value and contribution the stakeholder would desire to contribute to the policy objectives.	*Number* of identified stakeholders, their *networks* and *describe* the plan for data collection and strategy development.
External Education	Education of stakeholders or interested parties. This step includes the selection of a person or subcommittee to serve as the leader and voice of the specific policy objective and agreement on how message will be delivered.	Presentations, development of fact sheets, newsletters, community events, meetings and networking at events of mutual interest. External communication can be a major component for external recruitment of stakeholders	*Number* of events, materials distributed, or other activities and *describe* the process and outcome of developing those materials. Record *who* serve as spokespeople and *who* the group targets for this task.
External Recruitment	Identification of stakeholders to support agreed upon policy objectives.	Recording commitments of aligned stakeholders or groups to support clearly defined objectives with few options for revisions (without changing them at all once they have been agreed upon).	*Number* and *description* of recruitment efforts and commitments by policy makers and/or stakeholders.
Development of Incentives Plan	Create the plan for a "carrot program" which includes developing creative ideas on how the coalition can incentivize stakeholders directly impacted by the policy objectives to join in on identified policy objectives. This includes figuring out who willingly demonstrates a practice consistent with the policy objectives.	Identification of monetary incentives, or planning and soliciting proclamations of support by a mayor or city or state official, or developing a plan to showcase great work in areas where policy change has been effective. Monetary incentives include plans to identify where a policy might help an organization or entity to save money and the distribution of this information. The incentive should bring direct benefit to the stakeholder's business or personal interests.	*Number* and *description* of incentive plans (including the process of developing those plans through multiple meetings or conversations).

(continued)

FIGURE 1 (CONTINUED)

Incentivize	Act on developed "carrot program" by implementing the plan from above.	May include the identification and advertisement of best practices. An example might be communicating what one successful group has already done: "Such and such car dealership put in an oil cleaning machine so we are hosting this event with the mayor to recognize what they did…stating that we really like how you operate your business."	*Number* and *description* of events and deployment of strategies for incentives.
Mandate	This includes any change of rules or laws on record. This can only be achieved when there is sufficient critical mass of stakeholders adhering to the "best practices" so that the mandate does not impact an entire industry, but a portion of one.	A change in any policy that occurred in part due to the actions of the policy coalition.	*Number* of changed rules/laws/policies that took place during the time of advocacy activities. Changes may not be directly related to advocacy efforts; however, they should be recognized if they relate to the policy objectives of the coalition.
Performance Measures and Accountability	Implement the plan for the oversight, surveillance, enforcement of tracking of performance measures for the mandated change.	Government licensing, law enforcement or accreditation entity have capacity to implement performance measures and accountability through inspection and/or complaint processes in place prior to implementation. The oversight and performance measures should be clearly understood and transparent to all parties affected by the mandate. The penalties should be sufficient and there should be resources available for oversight.	Analyze the accountability and performance measures and attest to the enforceability and accuracy of them.
Sustain	Establishment of ongoing efforts.	Sustainable activities related to policy work including new relationships between policy coalitions or facilitating connections between key leaders in the state.	*Who, how,* and *number* of new relationships and sustainable activities.
Other	Anything important that is not included elsewhere in this tool.		

FIGURE 1   Policy Coalition Evaluation Tool