

# Feedback-Questions around the roles: Advocacy and Multiplying Impact



- **Where can we find tools and methodologies which could help to better ensure accurate tracking of our advocacy outcomes (especially for the indirect impact population)?**
- **How can PIIRS be used to measure the impact of policy- or advocacy-related efforts that don't really reach end beneficiaries?**
- **We have a huge concern over the fact that our strategy/thinking around 'scale-up' and 'multiplying impact' seems to be focused on advocacy, leveraging, learning, influencing etc. but these activities are the very ones that report very low on-the-ground/participant numbers. How do we capture experiences of massive success that really don't immediately impact people's lives?**