

RAPID Outcome Mapping Approach to policy engagement & influence



Research & Policy in Development

For many international development organisations, influencing policy is a critical means to achieve long term change. For over a decade, the Research and Policy in Development (RAPID) team at ODI has worked around the world to understand how to foster sustainable policy change. The result is ROMA – the RAPID Outcome Mapping Approach – a guide to understanding, engaging with and influencing policy. *Find out more at roma.odi.org.*

Step 3 - Develop a monitoring & learning plan

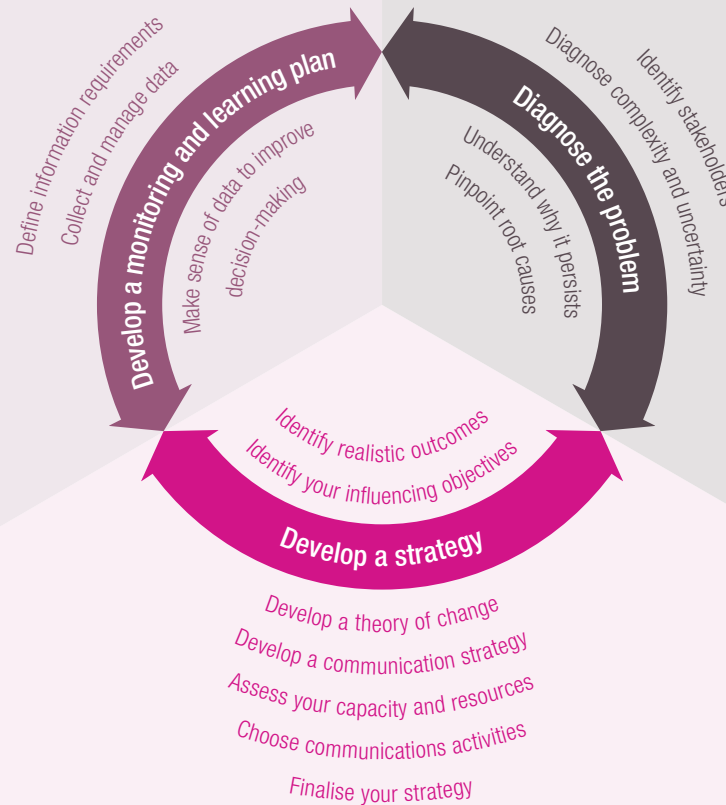
Monitor across six levels:

- **Strategy and direction** (are you doing the right thing?)
- **Management and governance** (are you implementing the plan accurately and efficiently?)
- **Outputs** (do the outputs meet required standards and appropriateness for the users or participants?)
- **Uptake** (are people aware of, accessing, sharing and citing your work?)
- **Outcomes and impact** (what kind of effect or change did the work contribute to?)
- **Context** (how does the changing political, economic and organisational climate affect your plans?)

ROMA and OM

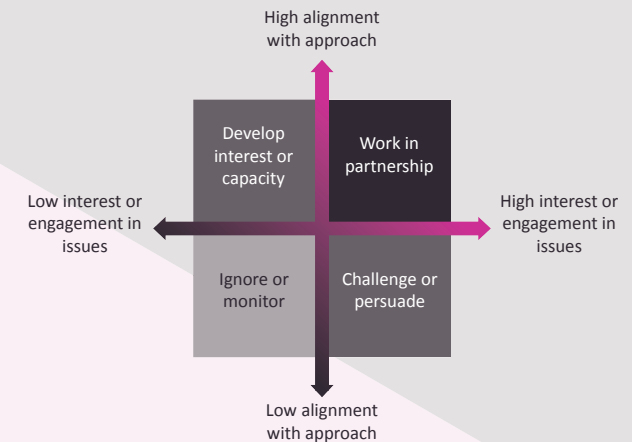
ROMA originated in RAPID's work on 'policy entrepreneurship'. OM provided a complete narrative which helped bring together the various tools in this area. By focusing on behaviour change, it provided a new way of thinking about policy work as changes in the behaviour of those who inform, make, implement and evaluate policy.

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Step 1 - Understand the problem and context

ROMA helps you understand the root causes of the initial problem you have identified, using tools such as Context, Evidence, Links Framework, the 'Five Whys' technique and the Alignment Interest and Influence Matrix (below).



Assess complexity and uncertainty

1. To what extent does the project face distributed capacity for decision-making and action across different actors?
2. Are the goals of the project simple and widely agreed on, or divergent and contested?
3. Does change follow a predictable path or is it difficult to understand what influences policy decisions until after the event?

Step 2 - Develop a strategy

With a good idea of the policy problem you face, you can work on developing a strategy to engage with and influence policy effectively.

ROMA focuses on choosing realistic policy influencing objectives, designing a theory of change, then choosing communication and engagement activities based on internal capacity and resources.