**Tips for Filling in the AFP Results Cascade (RC)**

**General tips**

1. Write all information in both slides in the present tense and as succinctly as possible.
2. Spell out all words included in any acronyms in their first use. They can be abbreviated in later use. For example, Johns Hopkins University (JHU).
3. The RC presents a macro picture and provides only important details. Slide one includes the headline/advocacy objective, key activities undertaken, outputs of those activities, and the quick win. Slide two repeats the quick win followed by the main outcomes and impact on slide two. Slide two depicts the best assessment of what will need to follow from a quick win to have an impact. Subsequent outcomes may require a new advocacy strategy or be beyond your control.
4. Those leading the advocacy effort draft the first RC, which is then reviewed by AFP-Baltimore colleagues (the lead and communications staff) to check for accuracy and assist with editing and formatting.
5. Add the name of the relevant country or level of advocacy in the blue bar on the left.
6. Use Arial font and following font size for respective sections:

**Slide 1:**

* 1. Headline: 16
  2. Formative activity: 14
  3. Process activities: 11, Date: 11 (Bold)
  4. Outputs: 11, Date: 11 (Bold)
  5. Quick win: Title-14 (Bold), Rest of the text – 12, Date: 12 (Bold)
  6. Left blue bar: 24

**Slide 2**

1. Quick win: Title-16 (Bold), Rest of the text – 16
2. Outcome/Impact bubbles: 16
3. Sources of validation: 16
4. Left blue bar: 24

**Slide 1**

1. **Headline/Objective:**

Should be catchy, representing the objective and quick win in a SMART and comprehensive manner. Write the headline to be consistent with the advocacy objective and to reflect an expected or unexpected result.

1. **Formative Activity**

This is the first critical step/activity towards achieving the quick win after the objective was identified. For example, an AFP SMART facilitation workshop or a meeting with the secretary of health to discuss family planning issues.

**Date:** Include date in the format: month/yyyy

1. **Process Activities**

Three or four major activities that were undertaken towards realizing the quick win. If two activities are closely linked, it is possible to combine these activities in a single box and not to separate them. Editing can be done, once we are sure that the advocacy efforts are comprehensively and accurately covered and will make sense to a reader who was not involved in the activities undertaken.

**Date:** Since many of these activities happen over a period of time, a specific date may not be applicable for process activities. Include date in the format: month/yyyy. If the activities span over a period of months, include date in the format: month/yyyy – month/yyyy

1. **Output**

It is likely that each process activity has one or more outputs. Considering that the RC presents a macro picture, include only two to three major outputs in the RC. **Date:** Include date in the format: month/yyyy

1. **Quick win**

The quick win could be the same as the SMART objective identified in the work plan and should be similar to the headline (it could also be the same as the headline, depending on the quick win). When possible, provide verification.

**Date:** Since quick wins are date specific, full date is required for the quick win. Include date in the format: dd/month/yyyy.

**Slide 2**

1. **Quick win**

It will be the same as in Slide 1 but the date will not be included. Slide 2 presents what we anticipate as possible outcomes following the quick win and connects them to the long-term impact.

1. **Outcomes**

The outcome bubbles provide an opportunity to identify/anticipate major immediate results that do or could follow the quick win. These outcomes could be independent of each other but are usually dependent on one another. In other words, outcome 2 would not occur if outcome 1 did not occur first. Each of these immediate outcomes would lead us to realize the long-term impact. Additionally, these could also be used as a planning process for identifying objectives (or future objectives) for advocacy, policy implementation or delivery of information, services or supplies. AFP’s Decision Tree template helps in planning these. Each of these outcomes should be able to be verified objectively. If an outcome/impact has already been achieved, a date of achievement should be included in the box.

**Date:** Include date in the format: month/yyyy

1. **Sources of validation**

These are documents or information sources that you and others can use to verify the various outcomes and the impact as a result of the quick win. This could range from planning documents to budgets to survey reports depending on the context, quick win and outcomes. This is for ongoing monitoring of your advocacy results and to verify that the outcomes are achieved.