

## Online appendix E: Inclusion and exclusion criteria for thematic evidence review

PICOS	Included	Excluded
Population	All	
Intervention	Advocacy, which is defined as the deliberate process of managing information and knowledge with the clear goal to influence and/or change the policies, practices, power dynamics, attitudes and/or actions that directly and positively affect lives. Advocacy can be employed by a directly or indirectly affected population, or by a third party on behalf of an affected population, including those both inside and outside of government or other positions of power	Commercial advertisement or political campaigns
Comparisons	Valid comparison groups with either no intervention or different interventions	If no comparison group exists
Outcomes	Changes that positively affect lives, including changed behavior, policy or attitudes for improved educational, health, economic, political participation, democratization or social outcomes	Campaigns for political outcomes, such as candidate-specific campaign outcomes, or commercial product or service take-up
Study Design	<p>Experimental or quasi-experimental designs which address:</p> <ol style="list-style-type: none"> <li>1. Attribution challenge (establish cause and effect between programmatic activities and specified outcomes)</li> <li>2. Confounding factors;</li> <li>3. Selection bias;</li> <li>4. Spillover effects;</li> <li>5. Contamination of control groups;</li> <li>6. Impact heterogeneity by intervention, beneficiary type and context.</li> <li>7. Analyze the intervention across the causal chain</li> <li>8. Identify any assumptions or limitations of the analysis</li> <li>9. Back up conclusions drawn by data/information and accompanying explanations</li> </ol> <p>Must evaluate a single advocacy initiative or campaign</p>	Any design that does not meet requirements mentioned in Included Study Design in this table