

Module 5: Budget Advocacy Part IV: Budget Advocacy Group Work & Presentations

TASK 5.12 ■ PRESENTATION OF YOUR BUDGET RESEARCH FINDINGS

As core members of the campaign HEALTH FOR ALL NOW, your organization has been requested to make a presentation to your fellow campaign members about your budget research on the health care crisis in Sunrise State. The purpose of your presentation is to:

- Brief your colleagues on the main budget problem(s) that you have identified as the cause of poor health services in Sunrise State;
- Propose a solution that will address the health care crisis in Sunrise State and present evidence from your research to back up your proposed solution;
- Present a compelling and SMART advocacy objective;
- Convince your colleagues to adopt your case as an advocacy issue; and
- Explain what the advocacy objective, the target audience, and the main message of such an advocacy campaign would be.

TASK: *Develop a presentation of your findings, solution, and advocacy strategy, which you will present to your colleagues.*

- STEP 1** Review and reflect on all of the information that you have gathered over the last few days about the problems in access to health care in Sunrise State, particularly in peri-urban informal settlements. You should also use additional information from the Polarus Sourcebook, and explore the budget data from the other districts and municipalities of Sunrise State, which are found in the Excel file titled *Health & Budgets Master Data Sheet*. This will allow you to get a fuller picture of the budget problems underlying the poor delivery of primary health care services in Sunrise State, not only in peri-urban areas but also in rural areas.
- STEP 2** Make sure that you have clear agreement in your group about the main budget problem(s) that has caused poor health care services in Sunrise State.
- STEP 3** Agree on the solution that you will propose to address the health care crisis in Sunrise State. Discuss your proposed solution with the facilitator assigned to your group.
- STEP 4** Go back to the draft advocacy objective that you formulated in **TASK 5.4: A SMART ADVOCACY OBJECTIVE ON HEALTH CARE IN SUNRISE STATE**. Review and refine it in light of the information that you have gathered since then. Make sure your advocacy objective is

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now as SMART as it can be. (Refer to **READING 5.1: SHARPENING A BUDGET ADVOCACY OBJECTIVE** for guidelines on making an advocacy objective SMART.)

- STEP 5** Identify the target audience and define the main message of your advocacy strategy.
- STEP 6** Prepare a presentation of no more than 10 minutes, which you will then present to your colleagues. Make sure your presentation is accessible, clear, logical, visually pleasing, and presents a compelling argument.

TASK 5.13 ■ BUDGET ADVOCACY PRESENTATIONS AND MEDIA TASKS

GROUP 1: PRESENTATION TO THE SEDEN SECRETARIAT ON ACCESS TO HEALTH CARE IN SUNRISE STATE

Considering all of the feedback received from your colleagues after your previous presentation, as well as any further information gathered after the presentation, refine your presentation for delivery to the **Secretariat of Service Delivery Now (SeDeN)**. In addition, prepare a **FACT SHEET** to distribute to the members of SeDeN. (Fact sheets should be 2 pages maximum. Each fact should be no more than 2-4 lines. The fact sheet should use simple everyday language, explain complex subjects clearly, and convey the importance of the issue. Sentences should be short, with one idea per sentence. For further guidelines, refer to the Sample Fact Sheet in **READING 5.10: SAMPLE MEDIA**.)

GROUP 2: INFLUENCING THE HEAD OF DISTRICT SERVICES IN SUNRISE STATE

Considering all of the feedback received from your colleagues after your previous presentation, as well as any further information gathered after the presentation, refine your presentation for delivery to the **Head of District Services in Sunrise State**. In addition, prepare a **PRESS RELEASE** that will be released the day before the meeting. (Press releases should be written in the active tense, with one thought per sentence. Key points should be made right at the top. There should be a headline that is attention-grabbing, as well as a date and a contact person listed at the end. The press release should avoid NGO-speak or jargon. For further guidelines, refer to the information on Press Releases in **READING 5.8: GUIDELINES FOR WORKING WITH MEDIA** as well as the Sample Press Releases in **READING 5.10: SAMPLE MEDIA**.)

GROUP 3: INFLUENCING THE HEAD OF THE DEPARTMENT OF HEALTH OF SUNRISE STATE

Considering all of the feedback received from your colleagues after your previous presentation, as well as any further information gathered after the presentation, refine your presentation for delivery

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to the **Head of the Department of Health of Sunrise State**. In addition, prepare an **OPINION ARTICLE** for the *Polaris Times* that explains your advocacy campaign to a broader audience. (Opinion articles should put forward a coherent and reasoned point-of-view, offer evidence for it, and be persuasive. Articles should be a maximum of 350 words, use the active tense, and avoid NGO-speak or jargon. Articles should clearly present what the problem is and offer a solution. For further guidelines, refer to the two sample Op-Ed Articles in **READING 5.10: SAMPLE MEDIA**.)

GROUP 4: INFLUENCING THE CHAIR OF THE HEALTH COMMITTEE IN THE SUNRISE STATE LEGISLATURE

Considering all of the feedback received from your colleagues after your previous presentation, as well as any further information gathered after the presentation, refine your presentation for delivery to the **Chair of the Health Committee in the Sunrise State Legislature**. In addition, develop a **BLOG ENTRY** that aims to generate support for your advocacy campaign among your followers, who include journalists as well as other civil society organizations. (For further information on blogs and an example of a campaign blog, refer to **READING 5.9: NEW MEDIA**.)