Module 4: Budget Advocacy
(Session 7)
Module Learning Objectives

• Considered challenges to budget advocacy & explored practical ways to overcome these;
• Examined key elements of an advocacy strategy;
• Formulated a SMART budget advocacy objective;
• Identified key decisions makers for budget advocacy;
• Considered media and communication tools;
• Examined the value of alliance and coalition building; and
• Consolidated evidence for a budget advocacy strategy.
Successful Budget Advocacy Requires…

• Access to credible and timely information;
• Persistent, dedicated, year-round work;
• Understanding the social, economic & political terrain;
• Responding to opportunities;
• Connection of local advocacy efforts with national-level processes and *vice versa*; and
• A strong coalition to gain support from constituencies affected by the issue.
Advocacy Strategy Key Components

1. Strategic Analysis
   a. Environment
   b. Development problem linked to budget issue

2. Advocacy Objective

3. Stakeholder Analysis

4. Advocacy Message: Development and Delivery

5. Schedule
1. STRATEGIC ANALYSIS

1. Analyzing the Environment:
   a. Power Analysis
   b. Decision-Making Processes
   c. Current Social, Political, Economic Environment

2. Analyzing the Problem & Linkage to Budget Issue(s)
   a. Linking the Development Problem to a Budget Issue(s)
2. ADVOCACY OBJECTIVE

What do you want government to do?

Objectives should be SMART:

- Specific
- Measurable
- Achievable
- Realistic
- Timebound
OBJECTIVE: Specific

- Specify an action that government must take
- Where, Who, What
- Be clear & specific

The Ministry of Health must provide accessible, well-resourced primary health care clinics in rural villages where there is no clinic within a 20-km radius.
OBJECTIVE: Measurable

- Be as exact as possible
- You must be able to measure the change that you’re advocating for
- State the number of goods, services, or structures that you want government to produce or deliver

✓ The Ministry of Health must construct and resource 200 primary health clinics that conform to government norms and standards across 100 rural villages over the next two years.
OBJECTIVE:
Achievable, Realistic, & Timebound

ACHIEVABLE

• Goals that are too far out of reach are unlikely to be supported
  – “Clinics for all”
  – “200 accessible, well-resourced clinics”

• Big enough to matter, small enough to achieve
The ART in SMART

REALISTIC

• Short term
• Service delivery changes are slow
• Budgets are rigid
• Progressive Realization
The ART in SMART

TIMEBOUND

• By when the objective will be achieved

Government must construct 200 primary health care clinics by December 2014.

– If you don’t set a timeframe, the commitment is too vague
– Big and long-term goals: Progressive Realization

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In your groups, rewrite one of the following advocacy objectives to make it SMART:

1. To improve access to education
2. To demand better treatment for HIV+ people
3. To create awareness among civil society about the housing crisis
4. To improve the conditions of women living in poverty

Can you spot which one is not an objective? 😊