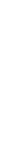




INTERNATIONAL BUDGET PARTNERSHIP  
Open Budgets. Transform Lives.

# 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



# TASK 4.2: DRAFTING A BUDGET ADVOCACY OBJECTIVE

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? 😊*

