



TASK SHEET 4.10: MEDIA STRENGTHS & WEAKNESSES

What are the strengths and weaknesses of each of the following types of media?

PRINT

RADIO

TELEVISION



- c. Begin to fill in the picture for the key components of a budget advocacy strategy for HMHC.

OBJECTIVE:

AUDIENCES:

MESSAGE:

MESSAGE DEVELOPMENT:



SCHEDULE:

2. Look back to the budget advocacy objective you defined for HMHC. Take a few minutes to review, refine and adjust this objective in the light of everything you have learnt in this module. Recapture your budget advocacy objective below, making sure there is absolute consensus in the group. As members of HMHC, our budget advocacy objective is:

3. Based on what you learned in Module 2: Defining the Problem, what do you think are the budget problems underlying the maternal health situation in Sunrise State?

4. Which role players are responsible for each of the budget problems you identified above?



Module 4: Budget Advocacy (Part 2)

5. Which part(s) of the **budget execution process** do you need to monitor more closely to find out more about the maternal mortality problem in Sunrise State?

6. What kind of evidence would be most useful to support your budget advocacy objective?

7. Who could be partners or allies in your research & advocacy?



TASK SHEET 4.13: BRINGING IT ALL TOGETHER

As a member of the research and advocacy planning team for HMHC, you have been asked to consolidate your organization's budget advocacy strategy. The strategy should allow the HMHC to highlight how government budgeting impacts on the maternal health crisis in Sunrise State.

The aims of this task are to:

- articulate clear budget advocacy objectives for the HMHC;
- frame a compelling advocacy message about maternal health in Sunrise State that is suited to your audience(s);
- interpret and integrate the evidence you have gathered about the maternal health situation in Sunrise State and use it to support your advocacy message;
- identify messengers and actions for an advocacy strategy;
- suggest roles other organizations can play as part of a coalition working to support the goals of an advocacy plan; and
- present your findings to a selected target audience in an accessible and engaging manner.

The audience(s) you will direct your presentation to:

GUIDELINES FOR DEVELOPING A BUDGET ADVOCACY STRATEGY

1. Identify the potential issues that your advocacy strategy will focus on.
2. Identify the strategic objectives of your campaign. Remember to make it SMART.
3. Identify the budget implementation problems having an impact on the issues, and the relevant government policy or policies. Remember to relate this back to 1.
4. State the solution you propose to these problem(s).
5. Develop your message, and select appropriate messengers and actions/activities to put your strategy into practice. Repeat this for each audience you are directing your message to.
6. Who are your partners to build your coalition? State how they will support your strategy.
7. Explain in more detail how problems/weaknesses in the budget implementation process contribute to the situation/issues you are trying to address.



8. Extract relevant evidence from the following investigations you conducted:
 - On women's experiences with maternal health services in Swellentsia based on the findings of a Citizen Report Card (Module 5);
 - On the expenditure made by the Sunrise State Department of Health under the Proslimy contract (Module 6); and
 - On the performance of the Sunrise State Department of Health (Module 7).
9. Consolidate your findings and decide how you will structure and express your argument:
 - Spell out any assumptions made in the investigations above and/or the findings flowing from them.
 - List the conclusions that can be drawn from your findings.
 - Illustrate your findings with graphs, tables and/or other illustrations that would help get your ideas across.
10. With your findings in mind, refine your advocacy strategy if necessary, and identify any new allies that would be of particular value in achieving your advocacy goals and objectives.

For the presentation:

11. Decide who (in the HMHC network or elsewhere in Polarus) would be most appropriate to address your designated audience(s). This is your messenger.
12. When making your presentation consider:
 - What do you want from your audience(s) and how can they give it to you?
 - How can you use different media tools to communicate your advocacy message?
 - Is your information credible?
 - Is your information relevant to the audience(s)?
 - Are you making a compelling case?
 - Use this opportunity to build relationships so that your strategy is supported.
 - Be specific about what you are advocating for, suggest ways in which the problem can be overcome, and show a plan of how the solution could be achieved.
13. Prepare a 10-minute presentation to state your message, give evidence to support your message, and recommend specific actions.
14. Your targeted audience(s) will have 10 minutes to ask questions and give feedback