

Module 14: Using Budget Analysis for Advocacy

Activity E: Media Delivery Wheel Scenarios

Media is any organized system that delivers information to large numbers of people, including radio, television, newspaper, journals, or newsletters. The media can be effective conveyors of information to all sectors of society, as they typically have influence over both broad public opinion and individual decision-makers.

The following exercise includes four scenarios where you may have the opportunity to broadcast your health advocacy message through the media.

SCENARIO #1: INNER CIRCLE

Your campaign HEALTH FOR ALL NOW has organized a press conference to release your recent, preliminary budget research findings. You are the lead researcher for this project. As you leave the press conference, a journalist from an independent TV station confronts you and asks, **“Would you say that government is not doing enough for people’s access to healthcare?”** *You have one minute to respond to the journalist.*

SCENARIO #2: OUTER CIRCLE

The word is out. Your research has received top story coverage about shortage of malaria funding. As the advocacy head of the campaign HEALTH FOR ALL NOW, you have been invited to an interview on national radio – on the “Affairs of the Nation” program – at 7:30 in the morning on a weekday. You are at the interview. In the studio with you is the Deputy Chairperson of the Health Portfolio Committee from Parliament. The interview starts with a short introduction about the findings of your research, and then the interviewer asks, **“What do you think government must to do?”** *You have one minute to respond to the interviewer.*

SCENARIO #3: INNER CIRCLE

As the advocacy head of the campaign, HEALTH FOR ALL NOW, you have been invited to an interview on community radio. The broadcast reaches one of the local communities in Ondangwa Region where you’ve been working for the last two years, identifying and bringing in malaria services. The show is at 3:00 on a Saturday afternoon. The interview starts with a short introduction to the story, and then the interviewer asks, **“Our community is angry. We need the money. People are suffering, dying. We feel that government just does not care about us. What would you say about that?”** *You have one minute to respond to the interviewer.*

SCENARIO #4: OUTER CIRCLE

As the lead researcher for the campaign HEALTH FOR ALL, you have been invited to a roundtable discussion on a national television program, “Tell It Like It Is,” on a Sunday evening at 7:00. At the roundtable there is a finance official from the Ministry of Health, as well as the chairperson of the Health Committee in parliament. After a short introduction to the story, the interviewer turns to you and asks, **“What are regions demanding from national government?”** *You have one minute to respond to the journalist.*