

**People-centred budget advocacy is about people speaking up (fighting) for themselves, drawing attention of important members of the community and decision-makers to an important budget issue(s), and directing decision-makers towards a solution. It involves working with other people and organisations to bring change for the good of the masses (poor and excluded).**

## **Budget Issue:**

- **The need for adequate health care funding for operational, effective and efficient health care centres that provide affordable primary health care services in all the 10 wards of the local government.**
- **The need for an effective, sustainable and affordable health care system that is adequately funded by the State.**

## **Budget advocacy objective:**

- **Build one health care centre in each of the 10 wards of the local government;**
- **Allocate atleast 15% of the local government annual budget for primary and preventive health care services from 2011 to 2014.**

## **Approach for delivering message:**

**Statement:** This is the central idea of the message. In several strong sentences, the advocate presents the - 'essence' – main point of the message.

**Evidence:** These are facts that support the statement (the central idea, the main point). The advocate uses correct data that the audience can relate to.

**Example:** After providing facts, the advocate should add a 'human face' to the message. Using an anecdote based on one's own experience personalizes the facts and figures.

## **Statement:**

**Intended to appeal and move the policy maker to act.**

**At the end of the message, the advocate should clearly indicate what the audience can do to change the situation. For example, the advocate may ask the policy maker to support the establishment of a domestic violence hotline. Whatever the advocacy objective, it should be clearly presented to the target audience as an invitation for action.**