

C1. When is civil society budget advocacy successful?

Civil society budget advocacy is most successful when it has an impact on the issues it seeks to address and, ultimately, on the lives of people affected by those issues (83). IBP has identified several conditions for the impact of budget advocacy (83, 92):

- The potential for impact increases when organizations have clear objectives.
- Budget advocacy campaigns that bring about change are those that persist and adapt.
- The impact of budget advocacy depends in large part on nurturing and maintaining key relations.
- The desired impact is achieved by using the right methods of analysis and engagement.
- Impact is assured by “knowing the rules of the budget game” and how to navigate them.
- Impact is not achieved once and for all: advocacy gains must be consolidated.
- Budget advocacy works best in contexts where there is at least some possibility of democratic participation.

The GFAN provides some insights into what successful and sustained health-related budget advocacy entails (Box 11).

Box 11. Platforms to sustain advocacy

Advocacy must be supported to make the case for increased and improved health financing, from both domestic and international sources, in all of the varied contexts of health, economic development, and political contexts described above.

- Effective advocacy needs to be supported with information and policy work to define potential actions and outcomes, and involvement of local expertise to tailor the advocacy to diverse political, social and cultural contexts, unique dynamics and channels for influence, and the needs of key decision-makers.
- Effective advocacy also needs support for organizational and network structures through which people can work together, communications tools and resources, and support to reinforce advocate skills, access, and credibility.
- Effective advocacy also needs to be sustained. Advocates need to be ready and in place for specific negotiations, votes or decisions when they are about to happen, and the advocacy work needs to be sustained through cycles of successive achievements or set-backs and through the process of gaining audiences, credibility and influence.

Source: reference 88, with permission