

Activity: Media and health budget accountability

1. Discuss seven ideas from each group on what the media can do to support accountability on health budgets for UHC.
2. Present a case study of why health budget accountability should be addressed by the media, with examples. Ask participants to decide why the story or issue was addressed and how it has supported accountability for health budgets for:
 - the audience
 - parliamentarians
 - CSOs
 - women
 - people living with disabilities
 - young people
 - the elderly and
 - any other group.
3. Ask participants how they think this was achieved.
 - What audience was engaged or targeted?
 - Why were the particular media platform, format and style chosen?
 - What research would be required to prepare this kind of piece?
 - What reviews or checks would be necessary to ensure accuracy?
 - What questions were asked for a discussion, an interview or a personal story?
 - What safeguards were there to protect sources, participants and the journalist?
 - What other formats or styles could have been used in your context?

Presentation: feedback on the case studies, how they were received and their impact
4. Ethical values: scenarios
 - The facilitator should create three or more scenarios related to health budget accountability to test participants' understanding of ethical values.
 - The participants should form small groups to review the scenarios and answer the following questions:

- Which ethical values were upheld in the scenarios?
- Why do you say this?
- Which ethical values were not?
- Why do you say this?
- What would you do differently to make sure all ethical values were upheld?
- Summarize presentation on ethical values

5. Summarize presentation on what the media can do and ethical values.