

## C3. Strategic collaboration: when, what for and how can they bring about change?

Strategic collaboration involves getting to know organizations and people before you need them, how others work and plan in collaborating and how the collaboration will work. The media can work with other stakeholders in health budget accountability for UHC in a number of ways.

- **When:** Map what CSOs, national and international NGOs and parliamentarians and other organizations and individuals are doing online and in the media, and identify the key players and with whom you should speak.
- **Why:** Collaborations can help the media to learn and check information and also to find relevant, reliable expert advisers, contributors and audiences for programme development and production. Collaboration can also help in planning combined activities, such as community recordings.
- **How:** Collaboration between media and non-media can ensure a more holistic approach to addressing health budget accountability, as each sector will learn to understand how each other's activities can bring about change. Working together can also ensure consistency and trust in factually accurate information, avoid confusion and normalize new practices for the media, non-media and audiences.