

Activity: Engaging your audience

1. Small groups should be asked to design seven formats and styles for supporting health budget advocacy.
2. For setting and using communication objectives, give the small groups the following scenario:
 - Your audience is not engaging in discussions being held by parliament about the health budget. You realize that your audience needs information about how to engage and also feels motivated and able to attend.
 - Know when parliamentary discussions are occurring and how to attend.
 - Know what happens during the discussions and how to participate.
 - Consider attending whether these discussions is important and possible.
 - You decide to organize a series of discussions in local communities with parliamentarians and CSOs to support participatory budget processes and to learn how to engage in discussions led by the government:
 - What do you want people to think, know, feel and be able to do after engaging in one of the discussions? Ask groups to state objectives that start with: “know that”, “feel” or “can”.
 - Your audience research indicates that men listen to the radio mainly on their phones at or on their way to and from work, while women tend to listen to the radio early in the morning and in the evening. People tend to watch television in the evenings and at weekends and often watch sports on a Saturdays and a popular drama in the evening on Sunday. Some men and women have access to the Internet at work, while others do not. WhatsApp is the most popular messenger app, and, while many young people do not have smartphones, those who do tend to use Instagram and YouTube and show the posts to friends who do not have access.
 - What platforms, formats and styles will you use to reach your different audiences? Ask the groups to propose seven ideas for each audience.
 - Feedback to group: Why do you think these ideas will work?
3. Traditional vs new media. How might an investigation into budgets be developed differently for e.g. radio and for Twitter?
 - Ask the small groups to develop one of their seven ideas into an idea for radio or television and another for social media or other on-line platform or format.
 - Who do you wish to engage on each platform?
 - How does the development differ, and how is it similar?
 - Would you listen to, watch or share the output? (Be honest!)
4. Ideas for covering health budgets

- Assign each group one stage in the budget process.
5. Summarize the presentation.