Negotiation Case Study Exercise

**Instructions:** Read the case study: Peter Bofin, “Maternal Health in Tanzania: Stuck Between Public Promises and Budgetary Realities,” International Budget Partnership, 2015. The Wajibike Mama Aishi Campaign is a useful illustration of the application of negotiation principles to advocacy. Discuss the questions below with your small group members and note your answers.

1. What was the policy change goal of the Wajibike Mama Aishi Campaign (Be Accountable so a Mother May Survive)? What made this a good campaign goal?

2. What evidence did the campaign use, and how did this add credibility to the policy goal?

3. What commitment did the campaign achieve from the prime minister?

4. Why could the prime minister’s commitment not be fulfilled?

5. What stakeholders did the campaign reach out to and how did they build positive relationships with those stakeholders? What key stakeholders did the campaign neglect to reach out to?

6. How might Tanzania’s fiscal climate have affected decisionmakers’ interests?

7. Could this example be replicated for other countries or for other topics? What lessons about negotiation does this case study highlight?