**Introduction**

The abstract focuses on the efforts of CSOs in Uganda in the FY 2012/13 to engage government to increase domestic resources towards recruitment, motivation and retention of health workers in the country to reduce maternal and child mortality of 485/100,000 live births.

**Methodology**: the case study used both qualitative and quantitative methods to gather the data in Uganda which included; a review of relevant literature, interviews with key informants, and focus group discussions.

**Lessons learnt**

Health financing campaign can succeed when you apply the following; use of confrontational approach to win policy advocacy campaign, use of collaboration strategy, work in consortiums, evidence based advocacy and use of rigorous communication tactics.

**Impacts of the campaign;**

The campaign yielded fruits and government allocated 49.5 billion Uganda shillings towards recruitment of over 7000 health workers and domestic resources for human resources dramatically increased from 45% to 80% as a result of intensified advocacy.

*Relationship between parliament, CSOs, and the Ministry of Health.* The CSOs reported that perhaps the “biggest achievement” of the campaign was the improved relationship between the parliament and the CSOs. There is now an understanding, spelled out in a memorandum, between the NGO forum and parliament. Parliament now calls on CSOs every year to explain their priorities and key issues in the health sector. For example, in 2013 the CSOs focused on the issue of non-wage primary health care funding.161 The CSOs also reported that the HRH Campaign had led to increased access to the Ministry of Health and an improved working relationship. For example, one CSO was invited to take part in the Ministry of Health Budget TWG.

*Increased attention to health finance and maternal health issues*. The CSOs reported that newspapers now understand the importance of health issues and report on them daily. According to one CSO, the media engagement during the HRH Campaign helped to create a cadre of journalists which began to report on health issues regularly.

*Threats and reshuffling of cabinet members and committees.* After the campaign was over, CSOs reported that MPs who had been allies in the campaign were threatened. The cabinet was later reshuffled, and those MPs who had been on the side of civil society supporting the HRH Campaign lost key positions.