



Engagement of PMNCH Members

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Ottawa, Canada

Basic proposition:

- Participation of members is the very basis of the Partnership -- effective engagement is essential to ensuring that the Partnership realises its full potential.

And ...

- There is value in expanding the number and range of organisations which are members and which are able to associate with the mission and objectives of the Partnership.

More effective engagement:

- supports creation of a wide *network* of individuals and institutions working along the continuum of care
- offers the opportunity for PMNCH to *coordinate* institutions and individuals around *core messages/activities*
- enables PMNCH to '*beam out*' messages about Partner and Partnership activities and about key developments that contribute to MNCH outcomes.
- provides a *broad and diverse group of institutions* to provide input on issues worked on by Partners separately and through the Partnership.
- *increases implementation rate* of activities, *enhances consensus* on key issues among a broader member base, and increases ownership of PMNCH.

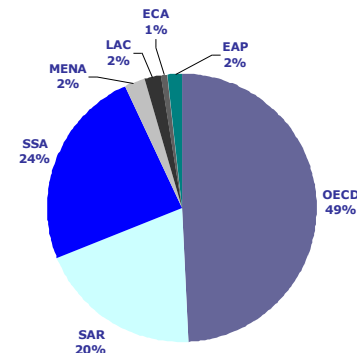
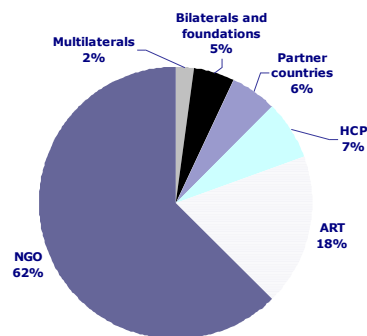
The substance of this paper is : how should PMNCH engage with the wider group of its members beyond representatives of the Board.

There are institutions which:

- Though not on the Board, are active members of their constituencies
- Though very active in MNCH, are not significantly involved or maximizing on the added-value that the PMNCH platform offers
- Are less active in the MNCH community and may increase their return on investment by partnering more effectively within the PMNCH structure.

Background and assessment

- *Significant growth in membership* – from about 70 to 290 between 2005 and 2009. Since 2007 screening applications has been systematic, still more reactive than proactive.
- Current *composition* of membership



Background and assessment – cont'd

- Current approaches to engaging members:
 - a number of *communication channels* managed by the Secretariat: regular updates of the website, email communication to focal and other contact persons in member organisations, an e-newsletter
 - support to *meetings of member organisations* – whether for all members (eg the Partners Forum) or a subset of members (by constituency)
 - PA lead partners have tried to involve members by inviting them to meetings or approaching them through emails to *explore possible areas/forms* of involvement and collaboration.

Assessment of member engagement

- CEPA consulted with Board members and wider members not currently active in the Partnership. Only 1-2 members per constituency responded. Focal point had moved on, no contact details.
- **Findings:**
 - Majority of involvement was "one off"
 - Lack of awareness of the Partnership and its activities
 - Perceived lack of suitable opportunities for participation
 - Lack of understanding as to how to contribute
 - Limited financial/human resources for engagement – esp. amongst NGOs, ARTs and HCPAs

Approaches to improving member engagement

Members can engage with the Partnership in the following ways:

- sharing of *knowledge* and information and *networking*; e.g. through the new PMNCH knowledge portal
- providing *advisory support* by sharing views/ inputs on specific issues relevant to the Partnership e.g. through participating in advisory groups/ task teams
- actively participating in taking forward and *implementing the PAs* e.g. playing the role of a Lead Partner for a PA

*Key to the engagement of members is for them to recognise the value-added of the Partnership generally, **and** where their organisation fits in/ benefits from active involvement specifically.*

Recommendations to enhance knowledge sharing and networking

Continued focus on existing engagement through:

- Communication channels such as regular updates of the website, sharing news and information through newsletters, emails
- Activities that enable communication such as maintaining
- Participation in international conferences and seminars
- Engaging in informal channels of communications with members

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Recommendations to enhance member engagement through an advisory role

- Organization of issue-based time-limited advisory groups
- Member participation in Board meetings as observers
- Invitation of expert members to present at Board meetings

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Recommendations to enhance member engagement through delivery of PAs

- Contributing partners participation in PA-related meetings and activities
- Secondments between PMNCH and Partner organizations
- Focal resource for additional support to members
 - Role as a lead for constituency
 - Supporting administrative role
- Timely rotation of Board members