



1 July 2020

PMNCH COVID-19 Call to Action

Frequently Asked Questions

PMNCH has issued a 7-point Call to Action, calling on governments to strengthen political commitment, policies and financing to protect and promote the health and rights of women, children and adolescents during the COVID-19 response and recovery.

Q: What is the purpose of the Call to Action?

A: The Call to Action aims to mobilize more than 1,000 PMNCH partners and to engage new constituencies in advocating for continued access to essential and quality care for sexual, reproductive, maternal, newborn, child and adolescent health and the need to invest in and strengthen primary healthcare systems. The Call to Action encompasses seven advocacy asks that can be adapted and tailored by all partners to their own contexts at the global, regional, national and sub-national levels. PMNCH will engage partners through various means and equip them with the information, messaging and tools they need to advance the Call to Action and hold governments to account, forming the basis of a coordinated two-year advocacy campaign led by PMNCH.

Q: How was the Call to Action developed?

The Call to Action was developed through extensive consultations with PMNCH Advocacy Working Group members*, representing multiple constituencies and linking with other PMNCH Committees. The Advocacy Working Group is chaired by Norad and White Ribbon Alliance. The Call to Action and accompanying campaign follow on the decision of the PMNCH Board in November 2019 to explore the development of an umbrella advocacy campaign to strengthen investment in the health of women, children and adolescents and to promote stronger health systems and Primary Health Care as a pathway to Universal Health Coverage.

Q: How will the Call to Action be used?

A: Following the direction of the PMNCH 2021-2015 Strategy, the PMNCH Advocacy Working Group will work with PMNCH committees to develop a two-year multi-pronged campaign, building on efforts of all partners and existing PMNCH advocacy and knowledge assets on COVID-19. The campaign will evolve during the COVID-19 response and recovery periods, and will be tailored to country contexts, with a global impact.

The campaign will support and amplify the work of all PMNCH partners on COVID-19, and will not compete with or duplicate the work of partners. It will do so by creating an overarching narrative and messaging framework for partners



to advocate for the asks most relevant to their contexts, serving to strengthen and unify the voice of the 10 PMNCH constituencies, PMNCH Board and champions.

In addition, a concerted and coordinated effort is underway to exert political pressure to advance the policies, financing and services required to realize the Call to Action. The campaign will mobilize high level champions to amplify key messages and drive political commitment. It will also support partners at country level with advocacy, communication and knowledge tools. It will also focus on media advocacy to amplify advocacy messages. A set of metrics will be developed to monitor and report on progress.

Q: How can partners be involved?

A: PMNCH partners from all constituency groups can commit to advance the Call to Action by direct advocacy to target priority audiences and reach new allies and networks. A comprehensive digital platform will promote cross-partner engagement and provide a hub for digital campaign resources, conversation and advocacy coordination among PMNCH partners. This platform will be launched in Q3 2020 as part of PMNCH's overall digital platform development. In addition, a PMNCH advocacy Reference Group will be established in the coming months for all PMNCH partners to contribute to the thinking and planning of this campaign. This Reference Group will be steered by the core members of the Advocacy Working Group, and will be publicized through the PMNCH website, e-blast and social media channels.

PMNCH Advocacy Working Group members

- Co-Chair: Lars Gronseth, Norad, Oslo (Donor & Foundations constituency)
- Co-Chair: Kristy Kade, White Ribbon Alliance, Washington, DC (NGO constituency)
- Strategy Committee representative: Angela Chaudhuri, Swasti, Bangalore, India (NGO constituency)
- Thiago Luchesi, Gavi, Switzerland (Global Financing Mechanisms constituency)
- Leila Akahloun, Graca Machel Trust, Johannesburg (NGO constituency)
- Tayo Erogbogbo, MSD for Mothers, Switzerland (Private Sector constituency)
- Rachel Firth, International Confederation of Midwives, UK (Health Care Professional Associations constituency)
- Pauline Irungu, PATH Kenya (NGO constituency)
- Vivian Lopez, Every Woman Every Child, New York; hosted by UNFPA (UN Organization constituency)
- Maziko Matembe, HeR Liberty, Malawi (Adolescent and Youth constituency)
- Desmond Nji, Cameroon Youth Network (Adolescent and Youth constituency)
- Ikka Novayanti, Youth Lead, Bangkok (Adolescent & Youth constituency)
- Daniel Tobon Garcia, International Planned Parenthood Federation-Western Hemisphere Region, Colombia (NGO constituency)
- Erika Troncoso, Gov't of Mexico (Partner Government constituency)