Update to PMNCH Executive Committee

Lives in the Balance 3, 17-18 May
Call to Action on COVID-19
Commitment Mobilization

May 2021
Throughout the COVID-19 response and recovery, we urge governments to protect and promote the health, well-being and rights of women, children and adolescents through strengthened political commitment, policies and domestic resource mobilization and financing, supported by ODA, for:

- Ensuring access to information, health services and life-saving supplies for women, children and adolescents;
- Promoting sexual and reproductive rights and gender equality;
- Guaranteeing quality, respectful and dignified health care;
- Providing training, equal and fair pay and safe working conditions for health workers, notably midwives and nurses;
- Ensuring social protection, including food and nutrition, for marginalized and vulnerable groups;
- Improving access to safe and clean water, toilets and handwashing facilities;
- Preventing violence against women, children and adolescents.
COVID-19 Call to Action progress

June 2020
Call to Action approved by the PMNCH Board to take forward the PMNCH Strategy 2021 - 2025

July 2020
Call to Action launched at the first Lives in the Balance Summit

December 2020
Commitments from 10 countries and 1 private donor aligned with Call to Action: US$ 20.6b at Lives in the Balance Summit 2

May 2021
Commitments, to be announced at Lives in the Balance Summit 3

September 2021
Opportunity for another set of commitments, to be announced at PMNCH Accountability Breakfast 2021
Mobilizing commitments through multi-pronged advocacy

Four key campaign strategies supported by PMNCH constituencies, each focused on supporting countries to make commitments to the Call to Action:

1) **High level political engagement** to mobilize and engage high-level leaders, politicians and decision-makers to strengthen political commitment, policies, financing and service delivery

2) & 3) **Community & constituency mobilization** building on the strength of 1,000 PMNCH members within 10 constituencies to work together in a strategic and coordinated way for greatest impact

4) **Media mobilization** to strengthen national, regional and global media capacity to inform and advocate effectively, focusing on the 7 asks of the PMNCH Call to Action
Strategy 1

High level political engagement

- Since March, PMNCH Board Chair Helen Clark wrote to 22 country leaders, inviting them to make a written commitment statement about how WCAH has been prioritized within national COVID-19 responses.

- Committing countries invited to launch their commitments, at the 17-18 Lives in the Balance meeting.

**Example of results:**

Paraguay parliament adopts a declaration calling on the executive arm to commit to the COVID-19 Call to Action
Strategies 2 & 3: Community & constituency mobilization

During March and April, PMNCH constituency groups implemented a coordinated set of commitment outreach efforts.

PMNCH secretariat inputs: website, constituency specific web packs, webinars

Example of constituency-led results

- **Global Financing Mechanisms**: alignment of Call to Action with COVAX & GFF replenishment
- **Donors & Foundations**: outreach to embassies & in-country bilateral donors’ health advisors.
- **NGO/HCPA/ART**: In-country leaders actively coordinated with ministries and multi-stakeholder platform partners to push for national commitments.
- **AYC**: coordination and alignment between Call to Action on COVID-19 and Adolescent Call to Action
Strategy 4: Media mobilization

PMNCH partners have engaged with global, regional, national and sub-national media to generate greater knowledge and visibility for national commitments to the Call to Action on COVID-19, linking to the Call to Action on Adolescent Well-being.

Examples of results:

• **Country**: PMNCH NGO leader AHBN organizes a two day workshop with public and private media to introduce the Call to Action and Nigeria’s commitment in December 2020, resulting in 20+ TV, radio, print articles;

• **Regional**: GFF leader Muhammad Pate and PMNCH Board Chair Helen Clark publish a **joint op-ed on investing in WCAH**, published on World Health Day in *Jeune Afrique*;

• **Global**: A commentary published on World Health Day in the BMJ **highlighting the need for greater equity for the most vulnerable communities**, including refugees and displaced communities, exacerbated by COVID-19.
Communicating commitments at Lives in the Balance 3

Signed letters of commitments

Social media assets for wider dissemination

Video-interview with community members & commitment-makers

Global press-release and national media packages for the total commitments made towards WCAH aligned with the Call to Action

Speakers at Lives in the Balance 3
Committing to action at Lives in the Balance 3

• Co-hosted by PMNCH, CORE Group, GFF and GAVI as third global e-summit focused on COVID-19 and WCAH since July 2020

• Sharing latest evidence and experiences on efforts to improve equity in COVID-19 recovery

• Focusing on:
  ➢ UHC and SRMNCAH+N service delivery and access;
  ➢ COVID-19 vaccine equity;
  ➢ Gender-sensitive COVID-19 responses;
  ➢ Health workforce financing and policy, notably midwives and nurses

• Speakers include Rt. Hon. Helen Clark (PMNCH Board Chair), Michelle Bachelet (OHCHR), Anuradha Gupta (GAVI), Borge Brende (WEF) and many more
Next steps

• PMNCH’s new Strategic Advocacy Committee (SAC) will take over from the PMNCH Advocacy Working Group (AWG), building on the successful work led by AWG co-chairs Kristy Kade (WRA), Lars Gronseth (Norad) and Desmond Nji (Cameroon Youth Network) since October 2019;

• SAC will guide the mobilization of the third and final round of commitments for the Call to Action on COVID-19 (deadline 30 August). To include intensified constituency-based outreach and action and continued high level advocacy;

• New commitments to be launched in September 2021 at the PMNCH Accountability Breakfast on the side of the UN General Assembly; progress on existing commitments from December 2020 and May 2021 to be presented.
THANK YOU