



Women's,
Children's and
Adolescents'
Health

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PMNCH Partner Engagement

Flagship deliverable for 2022: Digital Advocacy Hubs

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Document Title: PMNCH-B28-2021-7c, Digital Advocacy Hubs (Partner Engagement)

Background

The PMNCH Board has recommended greater investment in digital technology to scale up the speed and reach of PMNCH evidence-based messaging and advocacy, including by equipping and enabling PMNCH partners to engage more effectively with each other. This ambition is described in the paper produced by PMNCH's Governance, Ethics and Nominations Committee, "[Harnessing the power of partnership in a digital era](#)", endorsed by the Board in December 2020, and reiterated in the [outcomes of the July 2021 Board meeting](#)¹.

Accordingly, in 2021, several steps were taken to realize the first phase of this vision, including the launch of an updated and rebranded PMNCH website. The website includes new digital features, such as an interactive calendar of partner-led events and a "Partner Zone", using data visualization tools and a searchable database to enable partners to locate each other for close collaboration, by organization, constituency, region, country and city. The rebirth of the PMNCH website as an interactive digital tool has shown results: In 2021, the number of unique visitors averaged 10,000 per month.

In parallel, in 2021, an expanded set of PMNCH social media channels (LinkedIn, Facebook, Twitter, Instagram, WhatsApp), each docked into the new PMNCH website, also demonstrated high demand among partners to exchange news and ideas. PMNCH Twitter followers, for instance, expanded by 1,500 in 2021, to a current count of 28,500, with more than a half million impressions per month.

Analysis of these interactive channels – contributing to and driven by PMNCH's popular e-summits (e.g., Lives in the Balance, Accountability Breakfast, etc.) – have informed the design of the second phase of PMNCH's Digital Action plan. This phase is focused on the creation and operation of Digital Advocacy Hubs.

¹ "Harness the power of digital technology for more effective and efficient advocacy and partnership results, especially at country and regional levels" in [PowerPoint Presentation \(who.int\)](#)





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This Concept Note provides an overview of the objectives, expected outcomes, and features of the Digital Advocacy Hubs to strengthen PMNCH partner engagement, driving advocacy results in line with our 2021-2025 Strategy and Results Framework.

Objectives of the Digital Advocacy Hubs

Digital Advocacy Hubs – described formerly in PMNCH papers as “Communities of Practice”² – are a moderated set of online, interactive platforms to unite and support PMNCH partners in common advocacy efforts. Specific global-level hubs will be dedicated to specific PMNCH advocacy goals (e.g., SRHR, MNCH, or Adolescent Health and Well-Being). In addition, specific country-level hubs will support advocacy and accountability within partner countries (e.g., enabling up to 30 country hubs by 2025, and prioritizing those countries pledging new financing, policy and/or service delivery commitments for women's, children's and adolescents' health). In the first instance, PMNCH aims to launch, by March 2022, an initial set of six Digital Advocacy Hubs, each connected through the PMNCH website (www.pmnch.org). Three hubs will beat the global level (focused on MNCH, SRHR, and Adolescent Health and Well-Being, respectively) and three will be focused at the country level (i.e., in Kenya, Nigeria and India, supporting partners to follow up on national commitments to the PMNCH Call to Action on COVID-19, in those countries).

Vision: The world's most powerful digital advocacy platform for women's, children's, and adolescents' health (WCAH).

Mission: To harness the power of digital technology for connecting PMNCH partners in advocacy and accountability efforts for financing, policy and service delivery commitments for women's, children's and adolescents' health.

Expected Outcomes: PMNCH Digital Advocacy Hubs contribute to three main function-based outcomes, in line with the PMNCH Results Framework 2021-2025:

Knowledge Synthesis: PMNCH Digital Advocacy Hubs will enable access to high quality and timely knowledge and information related to MNCH, SHRH and Adolescent Health and Well-Being (AHWB), equipping partners to conduct more impactful advocacy and accountability for necessary change.

Partner Engagement: PMNCH Digital Advocacy Hubs will enable partners to develop greater skills, networks, connectivity, and capacities for effective and impactful advocacy.

Campaigns and Outreach: PMNCH Digital Advocacy Hubs will enable greater partner access and participation in PMNCH advocacy campaigns focus on mobilizing commitments for more and better WCAH policies, finances, and services.

² [5a-harnessing-the-power-of-partnership-in-a-digital-era.pdf \(who.int\)](#)



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Summary of Features

DIGITAL ADVOCACY HUBS	FEATURES
Global - PMNCH's three main goals (MNCH, SRHR, AHWB) will each have a dedicated global-level Digital Advocacy Hub to amplify and catalyze advocacy efforts.	<i>Supporting PMNCH members and partners to improve advocacy capacity to achieve increased global, national, and regional WCAH commitments through:</i>
Country Hubs - Countries that have pledged new commitments to WCAH (e.g., in line with PMNCH campaigns -- Call to Action on COVID-19, etc.) will have a dedicated Digital Advocacy Hub to support follow-up, implementation, and accountability. (Pilot countries in 2022: India, Nigeria, Kenya)	Knowledge Synthesis: Hubs provide opportunity for partners to access and exchange topic-specific knowledge resources, including knowledge summaries, papers, case studies, reports, toolkits, videos, podcasts, social media assets, etc. Partner Engagement: Hubs foster greater skills, capacities and networks by supporting new coalitions and providing advocacy training and skill-building opportunities, e.g., through Online "how to" courses and skills workshops, webinars, best practices, and case studies. Campaigns and Outreach: Hubs connect and engage PMNCH members and partners in joint campaign efforts, including exchange and development of news and updates on campaign goals; lived experiences; upcoming advocacy opportunities/challenges; production of online events; connection to social media, etc.

Connecting PMNCH Advocacy Hubs with, and through, PMNCH Structures

Relationships: The PMNCH Digital Advocacy Hubs will each be connected to the other by the PMNCH website. Together, the website and the digital hubs will form the world's most powerful platform for digital advocacy for WCAH.

Moderation: The Digital Advocacy Hubs will be facilitated and co-moderated by relevant experts within the PMNCH member structures, including those identified through the Strategic Advocacy Committee (SAC), Partner Engagement in Country Committee (PECC), Knowledge and Evidence Working Group (KEWG), and Accountability Working Group (AccWG), as well as PMNCH constituency and Board/Executive Committee. The PMNCH Country Advocacy Hubs will be facilitated and led by senior representatives of organizations engaged in national Multi-Stakeholder Platforms, including grantees of the PMNCH small grants programme, under the leadership of the PECC.

Participation: Members of all PMNCH governance structures and constituencies will be supported and encouraged to join the Digital Advocacy Hubs and collaborate actively in accelerating progress to support country and global commitments, in line with the PMNCH



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Strategy and Results Framework. The Hubs will also be open to non-PMNCH members, including those operating outside of the traditional health sector, with aligned advocacy goals.

Governance: The Digital Advocacy Hubs will enable the cross-committee/working group collaboration between the governance structures in PMNCH, thereby delivering on the impactful orchestration of PMNCH's advocacy function. The Hubs will be strategically guided by the SAC (Global Advocacy Hubs), and the PECC (Country Advocacy Hubs), reporting to the PMNCH Executive Committee, and benefitting from the inputs of the KEWG and AccWG through the SAC.

Operations: The PMNCH Secretariat will support partners in moderating the Digital Advocacy Hubs, as well as providing operational support (technical and budgetary, e.g., at country level, through its small grants programme). The Secretariat will focus its support on technical development, marketing and communication of the hubs to drive partner participation, monitoring and reporting, and coordination and governance to ensure alignment with PMNCH advocacy objectives.

Questions for discussion

1. What does success look like for the PMNCH Digital Advocacy Hubs and how may we capture this in our Results Framework?
2. What are the risks of this project, specifically in relation to minimizing a "digital divide"?
3. How could the Digital Advocacy Hubs support major PMNCH efforts, such as the Partners' Forum?

Next Steps

A detailed work plan will be finalized under the leadership of the SAC and PECC to define leadership structures and workplans to build the Digital Advocacy Hubs.