

PMNCH Partner Engagement: Harnessing the power of partnership in a digital era

Flagship deliverables for 2023: **Digital Advocacy Hubs and
Global Forum for Adolescents**



Background: Digital and youth engagement for advocacy around WCAH



In a world where digital technologies are becoming more relevant, PMNCH members from our 10 constituencies, have identified the need to increase digital communications for improved advocacy efforts.



Internet penetration in regions with more LMIC has increased exponentially since 2010, e.g. 500% more users in Africa. However, disparities across regions still exist, with Northern Europe ranking first in internet penetration



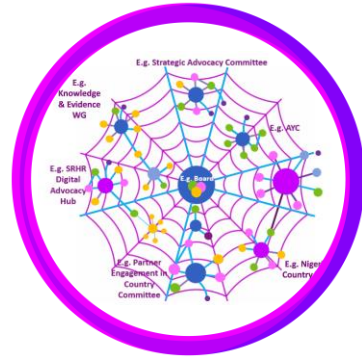
>50% of internet users are <34 years old and mobile devices are used by 92% of internet users. In this context, it is critical to create spaces where young people play leadership roles, and in collaboration with other constituencies, leverage innovative and inclusive engagement tools.



Background



2020



2020



2021



2021



Today

2022
2023

Month here

PMNCH board approves more investment in digital technology to scale up reach of PMNCH advocacy based on partner engagement

December

"Harnessing the power of partnership in a digital era" -- PMNCH governance reform paper -- endorsed by the board in December 2020

January

PMNCH initiates launch of digital approaches to partner engagement, e.g., renewed and rebranded website (10k+ visitors/month), social media (up to 500k impressions/month), and hosts major e-summits (2k+ engaged from 100+ countries)

July

EC agrees to merge the PMNCH Partners Forum with the Adolescents Summit in 2023. The combined event should encompass digital innovation.

December

Board meeting discusses way forward for Digital Advocacy Hubs and 2023 Global Forum for Adolescents



PMNCH Digital Advocacy Hubs



Objective: A digital platform to foster more powerful advocacy

Overall Objective: Digital Advocacy Hubs to equip and enable PMNCH partners to advocate more powerfully together, *including adolescent and youth partners leveraging digital hubs for voice and leadership*

Vision: The world's most powerful digital advocacy platform for women's, children's, & adolescents' health.

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



Expected outcomes: PMNCH partners engage more widely; evidence-based messages go further, faster

Knowledge Synthesis: Hubs provide access to, and exchange of, WCAH knowledge resources, including knowledge summaries, papers, case studies, reports, toolkits, videos, podcasts, etc.

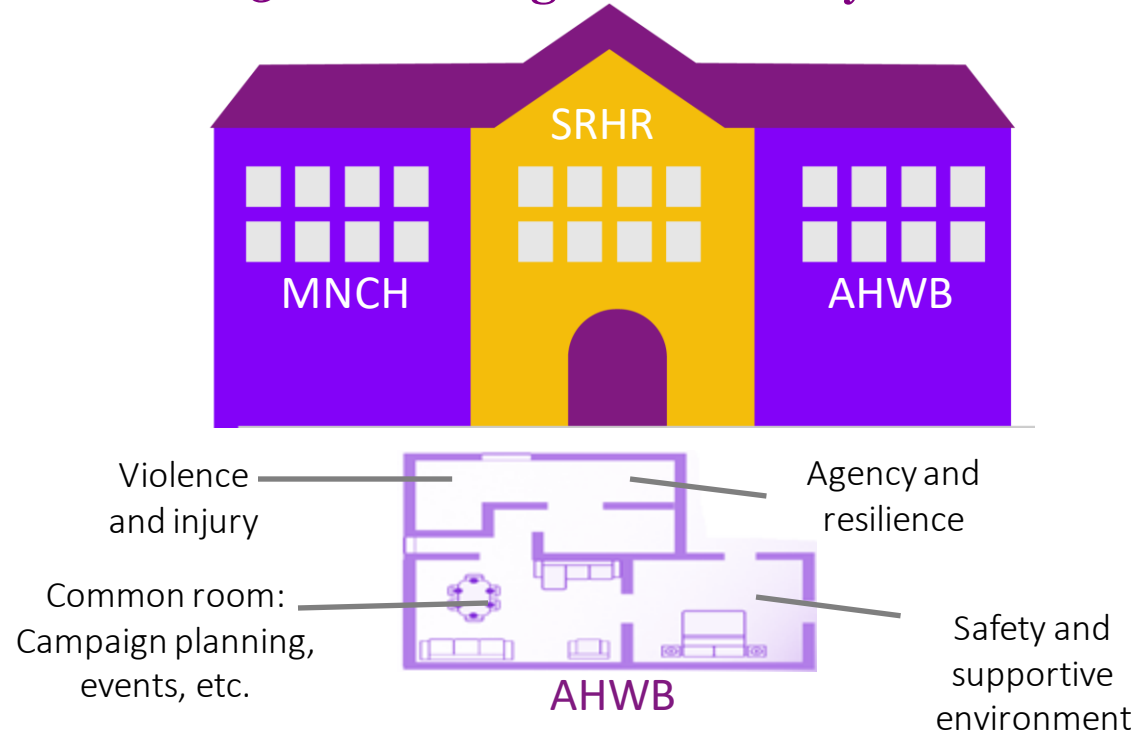
Partner Engagement: Hubs foster greater skills, capacities, and networks by supporting new coalitions and providing advocacy training, skill-building, and “how-to” courses and workshops, including for youth-serving networks and coalitions, and youth coalition building

Campaigns and Outreach: Hubs connect & engage members and partners in joint campaign activities and events, including to support 2023 Global Forum for Adolescents

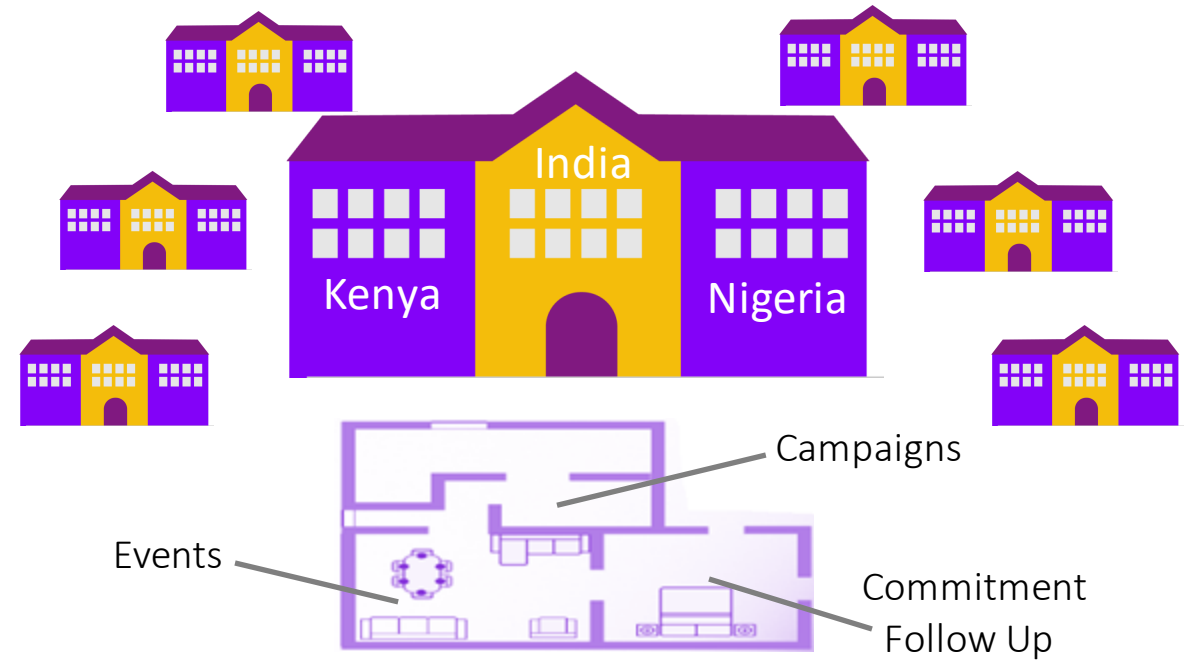


What will it entail? Building Blocks: with and through PMNCH structures (March 2022: launch of first phase)

3 Global Digital Advocacy Hubs



3 Pilot Country Digital Advocacy Hubs (aiming for 30 by 2025)

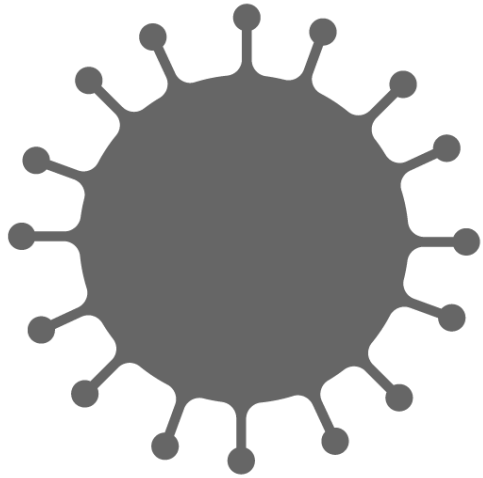


- "Rooms" within Hubs provide a space for interaction around themes for PMNCH members and non-members
- Each "room" will be moderated by thematic experts & country members from commitment making countries, and supported by the Secretariat
- Country Hubs are interactive, real-time complements to Multistakeholder Partnerships, through PMNCH country grantees.

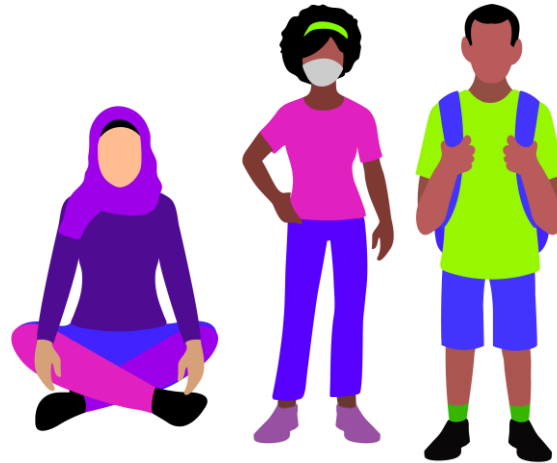
Global Forum for Adolescents: Powered by Digital Advocacy Hubs



Driving advocacy for AHWB through digital approaches



Adolescents face multiple, intersecting challenges to their wellbeing. The pandemic has further exacerbated these challenges and inequalities. It requires sustained, high quality, multi-sectoral interventions to improve adolescent wellbeing in line with the SDGs



More must be done to ensure adolescents' right to participate, both as a goal in its own and as an instrumental approach to effective advocacy on AY needs. Especially important for vulnerable groups who are most at risk of being left behind.



Increasingly, young people communicate and act through digital technology, even while facing a digital access gap in LMICs. Young members of PMNCH can play leadership role in the uptake of digital approaches to advocacy for all PMNCH goals



Global Forum for Adolescents, Sept 2023

Focusing moment for advocacy: global, regional and country

Three main goals of the Global Forum:



1. Scale up partner engagement and alignment for joint advocacy

- Use digital technology to unite PMNCH's 1,200+ partners and 10 constituency groups at global, regional and country levels in agreeing on priorities, strategies and technical approaches to accelerate advocacy and implementation on adolescent health and well-being, linking to SRHR and MNCH goals;
- Increase meaningful adolescent and youth engagement, driving all aspects of the Global Forum 2023 and showcasing the [Global Consensus on Meaningful Adolescent and Youth Engagement](#) and relevant tools to ensure practical implementation of the MAYE approach in policies and programs.



2. Share evidence and knowledge to power effective advocacy

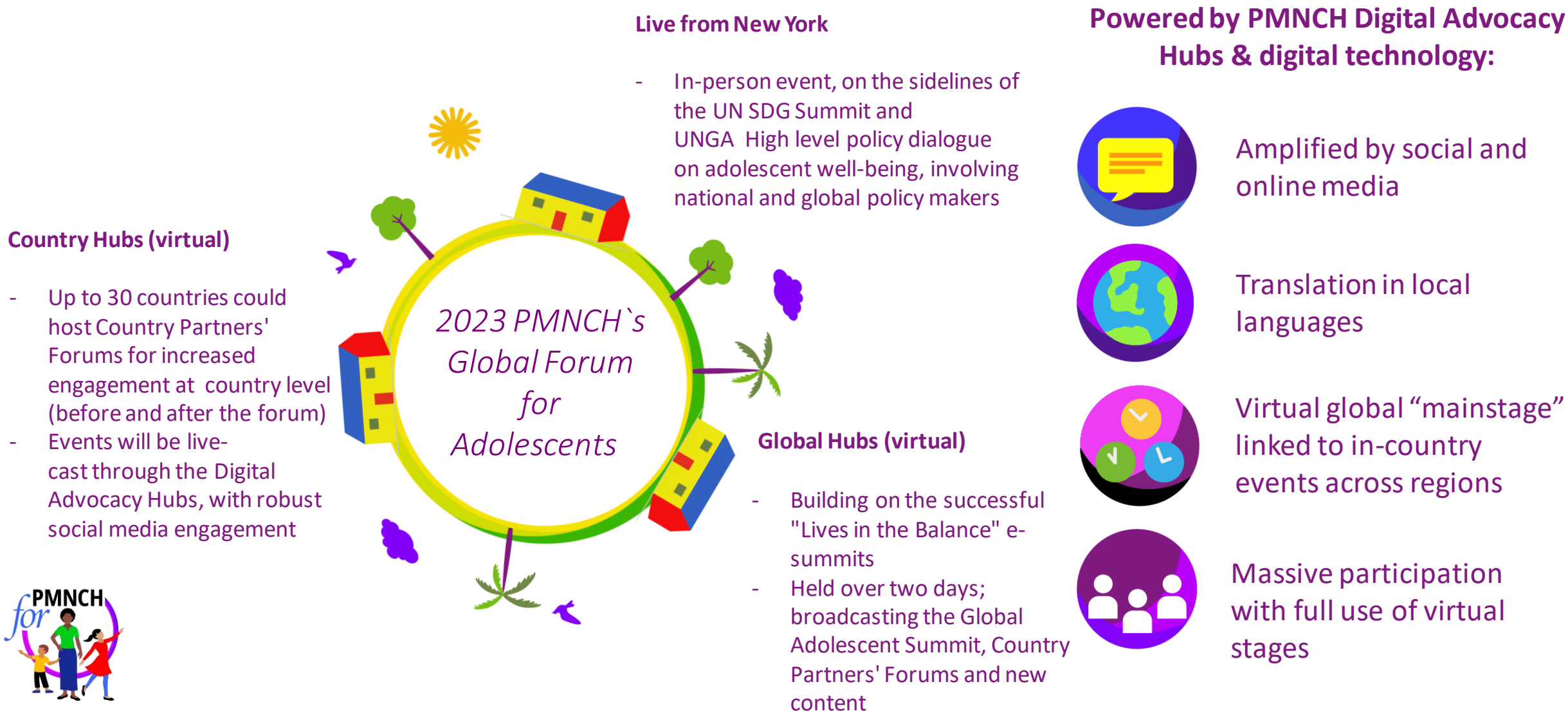
- Facilitate exchange of knowledge, experiences, and good practices for evidence-informed advocacy, including investment case evidence and policy evidence in relation to the five domains of the [Adolescent Well-being Framework](#)



3. Elevate visibility and public attention for campaign goals

- Raise public and political attention to PMNCH advocacy asks, supporting the #Adolescent 2030 campaign and the Call to Action for Adolescents
- Drive accountability for financing, policy and service delivery commitments at country level

Sept 2023 Forum: Interactive virtual and live participation, uniting the voices of 1m people globally



Next steps in digital advocacy and Forum planning



**The Committee would be appointed by PECC and SAC co-chairs and include an AYC member.

***The proposed budget would be at least 3 million USD given the scope, multi-dimension (including multiple country forums) and ambition.

Discussion

1. What does success look like for a digitally powered Global Forum for Adolescents?
2. How can digital advocacy hubs be used effectively for partner consultation and planning in 2022?
3. What opportunities do we see for building on the 2022-2023 roadmap of other global events to deliver a successful Forum in 2023?

