

PMNCH work and priorities in 2022

Delivering the 2022-23 Workplan

EC Meeting
22 June 2022



Strategic Advocacy Committee

- Deliverables:
- 2.1 Global Leaders Network
 - 3.1 Global Forum for Adolescents
 - 3.3 PMNCH participation in selected global and regional events
 - 3.4 Digital and earned media products

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Progress to date and major priorities to the end of 2022

6m	1y	Deliverable
		2.1 Global Leaders Network (GLN)
<u>Updates and achievements</u> <ul style="list-style-type: none">Secured agreement of President Cyril Ramaphosa, South Africa, to chair the GLN and agreement on next steps in setting up the GLN.		
<u>Priorities going forward</u> <ul style="list-style-type: none">Virtual meeting between Helen Clark and President Ramaphosa scheduled in July to agree on network members, roadmap for action, and progress reporting. Launch announcement of the President’s chairing role to follow immediately.10 GLN members with advocacy roadmaps developed.		
		3.1 Global Forum for Adolescents (GFA)
<u>Updates and achievements</u> <ul style="list-style-type: none">Global Coordination Committee agreed on vision & structure of the Forum, and Call for nominations for the GFA structures published online.		
<u>Priorities going forward</u> <ul style="list-style-type: none">GFA is a top priority in the PMNCH 2022-23 workplan and must receive full support – ideally with cash and in-kind contributions from partners.The Agenda for Action for Adolescents is currently under development by AY members of the SAC, to be launched at the curtain raiser (October 2022). Agenda will drive political advocacy by PMNCH partners and young people in the lead up to and beyond GFA.		

Progress to date and major priorities to the end of 2022

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6m	1y	Deliverable
		3.3 PMNCH participation in selected global and regional events

Updates and achievements

- PMNCH supported and disseminated **170+ events** in 2021 – including 39 for which PMNCH provided hands-on support (e.g., speakers, branding and/or organizational support) and 6 led by PMNCH (e.g., Lives in the Balance, Accountability Breakfast).
- High numbers above, including **180+ events** supported and disseminated to date in 2022 driven in part by increased partner use of PMNCH web-based Events Hub and social media channels – including 11 for which PMNCH provided hands-on support and 1 led by PMNCH (Lives in the Balance)
- SAC has approved set of criteria for selecting events to be supported; these must align with the PMNCH 2022-23 Advocacy Roadmaps for MNCH, SRHR and AWB, reflecting Board-agreed priorities.

Priorities going forward

- Need for **greater focus and prioritization** of events, reflecting agreed criteria
- SAC suggests maximum of 16-20 events per year for which PMNCH will provide hands-on support
- Need to ensure more balanced focus on SRHR events in 2022 – most events in 2021 related to adolescent health

		3.4 Digital and earned media products
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Updates and achievements

- Steady and impressive expansion of media efforts, with 650+ media hits between 2020 and 2022 (April), driven by investments in regional media/PR focal points; growing recognition/market among journalists for PMNCH products
- Media reach is largely correlated with major PMNCH launches and events across 2019-2021, e.g., Accountability Breakfast in 2021 had **an estimated potential media reach of up to 2.8B**

Priorities going forward

- Invest more in **national and regional media outreach**, supported by PMNCH experts and spokespeople



Knowledge and Evidence Working Group

Deliverables:	1.1	Economic analyses
	1.2	Embedding WCAH into UHC/PHC plans
	1.4	Lived experiences
	1.5	Board Priorities
	2.3	Constituency and partner capacity building

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6m	1y	Deliverable
		1.1 Setting out the case for increased and better (more equitable) investments and financing for WCAH, including for MNCH, SRHR and adolescent health and well-being
		Scoping review on WCAH investment cases to inform advocacy efforts for more and better financing: <ul style="list-style-type: none"> RfP published and consultative webinar occurred in May with application closed on 8 June. Candidates shortlisted. Aim to conduct full scoping review of investments cases available or under development for LMICs to inform advocacy. Preliminary findings in Q4 2022 (UHC Day, December 2022) Investment case on adolescent well-being, including tools for modelling economic and financing analysis for adolescent well-being at the global and national level. <ul style="list-style-type: none"> RFP being finalized and expected to be published by the end of June. Launch at the Global Adolescent Forum in 2023

6m	1y	Deliverable
		1.2 Resources to support embedding WCA into UHC/PHC plans and mitigating the impact of 3 “C” on WCA
		Policy relevant resources to support the use, navigation and amplification of the WHO UHC Compendium <ul style="list-style-type: none"> Consultations undertaken with UNA, including WHO units. KE-WG strategic suggestion to de-prioritize work for 2022 and merge deliverables 1.2 with 1.4 and 1.5 (Community voice, Advocacy briefs/resources on priority areas). Advocacy briefs/digital compendium of resources, including policy guidance on impact of COVID-19, Conflict and Climate Change on WCAH and mitigation strategies <ul style="list-style-type: none"> Toolkit for pandemic preparedness/response in HFS - publication on World Humanitarian Day (Aug 2022)



Progress to date and major priorities to the end of 2022

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6m	1y	Deliverable
		1.4 Knowledge documenting community and people's voices and lived experience
Synthesizing people's voices and lived experiences on WCA issues as per board priorities		
<ul style="list-style-type: none">Use "chat-bot" technology to understand advocacy priorities among young people, supporting the development of the Agenda for Action for Adolescents and for the Global Forum for Adolescents, linking to Digital Advocacy Hubs		

6m	1y	Deliverable
		1.5 Knowledge resources to advance the Board priorities on MNCH, SRHR and AHWB, as well as cross-cutting issues, including UHC/PHC efforts and emergency/pandemic preparedness and response plans

MNCH

Updated edition of the Born Too Soon Report on preterm birth (2023 launch)

- Aligning with ENAP-EPMM, coordination of multi-constituency effort to launch at the International Conference on Maternal and Newborn Health (May 2023, AlignMNH)
- Scope to include report, case studies, video and social media assets to support wide dissemination of key messages

Resources for integrated maternal, newborn and child health advocacy

- BMJ champion-led commentary on protecting health workers in humanitarian settings (media reach: almost 500 million)

Adolescent health and well-being

- Practical Guidance Resource (PGR) to operationalize Meaningful Adolescent and Youth Engagement (MAYE)**
- Multi-Stakeholder Consultation Report on Programming for Adolescent Well-Being published**
- Development of the BMJ Collection on Adolescent Well-being**



Progress to date and major priorities to the end of 2022

6m	1y	Deliverable
		1.5 Knowledge resources to advance the Board priorities on MNCH, SRHR and AHWB, as well as cross-cutting issues, including UHC/PHC efforts and emergency/pandemic preparedness and response plans
<u>SRHR</u>		
Multi-stakeholder-led outreach to advance development of Global SRHR strategy		
<ul style="list-style-type: none">PMNCH to support multi-stakeholder consultations and advocacy for the technical update of the WHO-led Global SRHR strategy, aiming for WHA 2023 endorsement		
Animated video to support uptake of COVID-19 vaccine during pregnancy		
<ul style="list-style-type: none">PMNCH to work with WHO (MCA, SRH), UNFPA and other partners in developing a popular video for social media to promote community demand; aiming for launch at International Conference on Family Planning, Thailand, November 2022		
6m	1y	Deliverable
		2.3 Constituency and partner capacity building for enhanced advocacy through purpose-built learning and training
Cross-constituency webinar series		
<ul style="list-style-type: none">Consultations with constituencies and key partners on capacity building webinars pegged to key advocacy momentsAdvocacy topics to include preterm birth, stillbirths and KMC (linked to Born Too Soon), SRHR, and other Board priorities		

Accountability WG

- Deliverables:
- 1.3 Focus on monitoring of trends and accountability evidence and digitally accessible resources
 - 3.2 PMNCH organized global, virtual, events, including Lives in the Balance 4 e-summit, HLPF accountability dialogue, Accountability breakfast

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6m	1y	Deliverable
		1.3 Focus on monitoring of trends and accountability evidence and digitally accessible resources
		<p>Progress Report on the Global Strategy for Women's, Children's and Adolescents' Health (October 2022)</p> <ul style="list-style-type: none"> • Work underway on streamlined reporting to bring together the latest WCAH data, updated to highlight progress made and gaps to be addressed, led by WHO, UNICEF and UNFPA • Report to be launched at the World Health Summit in Berlin in October 2022, making evidence available for 2023 advocacy around the UHC High-Level Meeting and SDG review (September 2023) <p>Digital Accountability Compendium</p> <ul style="list-style-type: none"> • Following consultations, currently in the finalization phase for the first release in fall 2022 • Aims to bring together key accountability resources in one place, will be linked to the PMNCH Digital Advocacy Hubs • Will support capacity strengthening for effective advocacy, incl. mobilizing and following up on commitments (linked to 2.2 and 2.3) <p>Development of indicators and monitoring framework for adolescent well-being</p> <ul style="list-style-type: none"> • Development underway of an adolescent well-being measurement approach (linked to the BMJ Adolescent Well-being series), aiming to be finalized mid-2023 • Led by WHO, Expert Consultative Group and working closely with the interagency Global Action for the Measurement of Adolescent Health (GAMA).



Progress to date and major priorities to the end of 2022

6m	1y	Deliverable
		3.2 PMNCH-organized global virtual events (including Lives in the Balance 4 e-summit, HLPF accountability dialogue, Accountability Breakfast)

Updates

Lives in the Balance 4 e-Summit focused on delivery of commitments in humanitarian and fragile settings, 19 May

- Held prior to the 2022 World Health Assembly, event attracted 889 registrants from 92 countries, 71% from LMICS, almost 1 billion media reach

Priorities going forward

An official UN High Level Political Forum side event, 13 July *"Choice, Voice and Autonomy: Women's political leadership for health in a fragile world"*

- Event will focus on women's political leadership as a critical driver of gender equality, SRHR and participation
- Co-hosts: Government of Estonia, PMNCH, UHC2030, Women in Global Health, Gender 50/50.

PMNCH Accountability Breakfast, focusing on LAC region, 22 September (TBC)

- Presenting latest data, progress and gaps in the LAC region to strengthen accountability efforts by all partners



Progress to date: Linking Knowledge, Partner Engagement and Campaigns for powerful advocacy

Examples of interlinkages across deliverables:

Lives in the Balance 4 (Deliverable 3.2): Linking knowledge and evidence products (e.g., BMJ champion-led commentary on protecting health workers in fragile settings -- *deliverable 1.5*), discussion on sexual and gender-based violence, advocacy capacity building among partners (*deliverable 2.3*) and digital media reach, almost 1 billion (*deliverable 3.4*).

Global Adolescent Forum (Deliverable 3.1): Partners engaged across constituency groups to support meaningful youth and adolescent engagement (*deliverable 2.5*), galvanizing an inclusive global movement for adolescent well-being, supported by evidence-based messaging (*deliverables 1.1 and 1.5*), effective engagement of champions (*deliverable 2.1*) and digital advocacy hubs (*deliverable 2.4*).

Born Too Soon report (Deliverable 1.5): Uniting partners to develop evidence-based report and media campaign (*deliverable 3.4*) to increase political attention for integrated maternal and newborn health, including stillbirths and small and vulnerable newborns. Messaging to build from parent and community voices (*deliverable 1.4*). To launch at May 2023 International Conference on MNH (*deliverable 3.3*).

- Faced with the “triple C” threat of COVID, climate change and conflict, it is urgent to support countries in increasing commitments to WCAH through UHC and PHC investments and policies, building forward better and fairer;
- Our success in 2023 will depend on how well we coordinate as partners to ensure inclusive engagement across constituencies and committees/WGs, including shared prioritization of events and evidence-based messaging for broad impact and visibility, including through our champions;
- We need integrated messaging on adolescent well-being that recognizes the contributions of SRHR and MNCH, e.g., using the evidence of upcoming knowledge products (e.g., WCAH economic evidence, Born Too Soon report and SRHR advocacy briefs and technical updates), taking a life course approach;
- The Global Forum for Adolescents in 2022 requires a “whole of PMNCH” effort, across knowledge products (e.g., co-owning, disseminating and implementing BMJ series, MAYE guidance and investment case); partner and champion engagement; and the Agenda for Action and related #adolescent 2030 campaign deliverables.

