

# *PMNCH's advocacy and accountability for commitments related to women's, children's and adolescents' health and well-being: A revised approach*

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# Objectives & background

- This presentation summarizes how the guidance of the PMNCH Board (July 2022) has shaped a **revised strategy for advocacy and accountability for commitments** for women's, children's and adolescents' health, and what this new Strategy says.
- **The Board is requested to review and approve this Strategy** to take forward its decision (**29<sup>th</sup> Board meeting, July 2022**) to intensify accountability and advocacy for commitments for women, children and adolescents through:
  - 1) Creating a Digital Commitment Compendium of existing commitments (e.g., FP2030; ICPD, etc.) instead of soliciting PMNCH-branded commitments
  - 2) Identifying lead partners in key countries who could convene partners locally and identify opportunities for advocacy and accountability.
- **New strategy paper**, *PMNCH advocacy and accountability for commitments to Women's, Children's and Adolescents' Health and Well-being: A Revised Approach*", was developed by the PMNCH **Partner Engagement in Countries Committee** (PECC) and endorsed by the PMNCH Executive Committee in October 2022



# *Why a revised approach to commitments?*

- Decades of progress in improving WCAH are at **serious risk**, due to the triple threat of COVID-19, conflict, and climate change;
- Rising **challenges to SRHR** intensify this risk, undermining gender equity;
- PMNCH is mounting a vigorous response to these threats: PMNCH will galvanize political attention – for **improved accountability for existing commitments**, and **to fill gaps, where they exist**, with targeted new commitments;
- Through its 1,300+ partner organizations, PMNCH will add value through these powerful contributions:
  - ✓ **Improved evidence:** Identification of existing commitments and policy gaps at country level, simplified and accessible to all PMNCH partners through a Digital Commitment Compendium;
  - ✓ **Coordinated analysis and mobilization:** In 30 selected countries, PMNCH partners, coordinated by a lead partner, will use the Compendium as a tool to locate gaps in commitment-making and identify priorities for implementation, working through existing multi-stakeholder platforms as well as PMNCH national and global Digital Advocacy Hubs;
  - ✓ **Visibility and accountability for commitments:** Through this work, PMNCH partners will amplify the status of existing commitments and drive accountability through existing national, regional and global institutions (AU, UN, G7, national parliaments, etc.)



# Summary of revised approach

## Revised Approach

Coordinated by PMNCH country partners  
with guidance and support from PMNCH

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Government led, informed by partner  
analysis of existing commitments, status &  
gaps

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Accountability to national, regional, global  
and multilateral pledging platforms

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Coordinated by country lead partner, guided by  
a country accountability roadmap

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National, regional and global dissemination of  
country results, supported by digital hubs

**Leadership of  
commitment  
efforts**

**Content of  
commitments**

**Accountability for  
commitments**

**Coordination of  
commitment  
follow-up**

**Reporting  
progress**

## Previous Approach

Coordinated by PMNCH Secretariat, guided  
by Board and Executive Committee

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Informed by PMNCH Secretariat-led  
engagement with governments

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PMNCH-facing reporting and accountability  
for progress

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Lack of clear approach to country coordination

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Initiated by PMNCH Secretariat through global  
events, reports, media

# *Anticipated benefits of revised approach*

*In 30 targeted LMIC countries, the partner-led, country-focused approach will enable:*

- Better knowledge of gaps (based on systematic scoping) to guide new commitments and accountability efforts;
- Strengthened implementation of existing WCAH commitments (through increased amplification improved coordination, consensus and collaboration among PMNCH partners in support of implementation efforts)
- Improved accountability for progress (through increased engagement by partners with global and/regional bodies (UN, G7/G20, AU, etc., resulting in increased visibility and prioritization of WCAH by organizations )



# *Addressing gaps through new commitments*



- Better knowledge of gaps through the revised approach will enable PMNCH partners to work together in mobilizing new commitments where necessary. Adolescent Well-Being is an example of a major gap area:
  - The 1.8b campaign, including the Global Forum for Adolescents in October 2023, will build momentum to address this gap;
  - The campaign will mobilize all PMNCH partners to generate new commitments for adolescent well-being.



# *Roles of leading PMNCH structures*

## *Partner Engagement in Countries Committee (PECC)*

*Responsible for:*

- Identifying 30 priority LMIC countries for commitment follow-up;
- Articulating the purpose, parameters and audience for systematic scoping of existing country commitments and identification of gaps;
- Facilitating the selection of country lead partners for coordinated action among PMNCH members in priority countries;
- Guiding country partners on the development of context-specific advocacy and accountability roadmaps, including social accountability activities (citizen hearings, contribution to Voluntary National Reviews, budget advocacy meetings, etc.);
- Advising on the development of country-level digital advocacy hubs to facilitate sharing of experiences, ideas, tools and resources among PMNCH country partners for commitment follow-up and mobilization



# *Supporting roles of other PMNCH structures*

## Strategic Advocacy Committee

Supports the development of global advocacy and campaign strategies and tactics to link country with global, and global with country.

Develops champion engagement strategies to advance accountable leadership at the country level

Guides the development of global events and media products that highlight country commitments, gaps and progress made

## K&E WG Accountability WG

Contributes to country scoping efforts to map commitments and required advocacy efforts

Develops a WCAH Accountability Compendium with information for partners about commitments

Guides the development of methods and tools for strengthening capacity of partners in country and regional accountability

## Governance and Ethics Committee

Enables PMNCH constituencies & partners, through the governance reform, to harness the power of partnership and effective advocacy, achieving more together than alone

Oversees the development and implementation of digital mechanisms (incl. Digital Advocacy Hubs) to enhance partner engagement and information sharing and access to knowledge tools

Board /EC  
champions  
advocacy goals  
and guides results



## *Progress to date*

- 30+ LMIC countries have been identified by the PECC for intensified action by PMNCH, based on where PMNCH partners are clustered and density of existing WCAH commitments;
- PMNCH committees and working groups are meeting to develop operational approaches and mechanisms for implementing this strategy (cross-working group retreat in Feb 2022), including:
  - Agreement on what is to included/excluded in the digital WCAH Commitment Commitment Compendium, and how this global, searchable database can be formatted to respond effectively to country user needs;
  - Guidelines for strengthening national multistakeholder platforms to support commitment analysis and tracking of commitment implementation;
  - Guidelines on responsibilities and deliverables for lead country partners to support this;
  - Development of Digital Advocacy Hubs at country level to increase inclusion of partners in the above process.



# *Timelines for operationalizing the Strategy*

