



Women's,  
Children's and  
Adolescents'  
Health

20 Avenue Appia  
1211 Geneva 27, Switzerland  
T: +41 22 791 259 Fax: +41 22 791 5854  
E: [pmnch@who.int](mailto:pmnch@who.int)  
[www.pmnch.org](http://www.pmnch.org)

## Strategic Dialogue I

### Ensuring accountability for commitments to women, children and adolescents' health

Tues. 06 Dec 2022, 11.00 – 14.00 CET and Wed. 07 Dec 2022, 11.00 – 13.30 CET

**Document Title:** PMNCH-B30-2022; 2a: PMNCH advocacy and accountability for commitments related to women's, children's and adolescents' health and well-being: A revised approach

*Paper approved by the PMNCH Executive Committee, Oct 2022*

#### 1. Background

Decades of progress in improving women's, children's and adolescents' health (WCAH) are now under threat of reversal due to the triple combination of COVID-19, conflict and climate change. Increasing threats to sexual and reproductive health (SRHR) intensify these challenges. PMNCH – the world's largest alliance for women, children and adolescents – is responding vigorously. By scaling up evidence-based advocacy efforts for investments, policy and service delivery, PMNCH's 1,300 member-organizations are seeking to support country-led action and improve accountability, especially for the most vulnerable.

In these efforts, improved coordination and efficiency among all partners is essential. In recent years, global platforms and initiatives (including ICPD+25, Generation Equality Forum, FP2030, among others) have sought to mobilize commitments by governments, donors, civil society, United Nations agencies and the private sector. PMNCH has contributed to this global effort by spearheading, together with its partners, several campaigns to drive commitments in support of the UN Secretary General's Global Strategy, including the PMNCH Call to Action on [COVID-19](#), the [Call to Action for Adolescents](#) and [Sexual and Reproductive Health Rights \(SRHR\) in UHC Call to Action](#).

[These campaigns, supporting the achievement of Universal Health Coverage and stronger primary care systems, have sought](#) to put a specific focus on women, children and adolescents. It is essential to ensure that political attention remains





high for this population group, and does not falter in the face of rising challenges. Each of these campaigns has served to accelerate WCA health in national and global discourses, policies, budgeting, and programming. Yet myriad challenges have prevented the full realization of their potential. These include commitment-making fatigue among policymakers, uncoordinated asks and commitments across sectors and issue areas, the fact that some of these efforts are not embedded in institutionalized implementation and accountability arrangements, and the amplified burden of ensuring accountability on the part of actors tracking these processes.

In this context, informed by the input from PMNCH's partners constituting its governance structures and constituencies, the July 2022 [PMNCH Board](#)<sup>1</sup> and subsequent [Executive Committee meeting](#) recommended that moving forward, *PMNCH is better positioned to focus on prioritizing advocacy and accountability for existing WCAH-related commitments, while identifying gaps and advocating for bold, ambitious, and new commitments, where these are needed, in order to accelerate progress towards WCAH outcomes.* Accordingly, under the leadership of the [Partner Engagement in Countries Committee \(PECC\)](#), PMNCH has developed a revised approach to its commitment mobilization and follow up efforts. This strategy aims to ensure alignment across all PMNCH constituencies and structures as PMNCH works towards improving WCAH outcomes in 30 low and middle income countries (LMICs), as proposed in its [Results Framework](#) for 2021 – 2025. PMNCH will continue to leverage key campaign strategies, including high level political engagement, community mobilization, constituency mobilization and media/social media mobilization while making the revisions outlined below.

## 2. Elements of the revised approach

### ***PMNCH advocacy in-country will be informed by specific country contexts***

PMNCH accountability efforts seek to strengthen the capacity of state and non-state actors in countries to recognize and act upon important policy and financing gaps or shortcomings. To strengthen this work, PMNCH will now support a partner-led scoping of the WCAH financing and legislation landscape in each priority country where such a scoping has not been undertaken. This scoping will include existing commitments as the basis for collaborative advocacy towards accountability for WCAH. Scoping efforts will employ PMNCH partner resources and other tools such as country profiles, dashboards, policy compendiums, and

<sup>1</sup> Decisions from the 29<sup>th</sup> PMNCH Board Meeting: [https://pmnch.who.int/docs/librariesprovider9/governance/2022071415-note-for-the-record.pdf?sfvrsn=42ca7c0c\\_5](https://pmnch.who.int/docs/librariesprovider9/governance/2022071415-note-for-the-record.pdf?sfvrsn=42ca7c0c_5)



legislation database. Scoping efforts will also be supported by PMNCH knowledge resources, global digital compendium of commitments<sup>2</sup> and digital platforms (such as the [Digital Advocacy Hubs](#)) which will be particularly useful for scoping efforts in relation to the PMNCH Adolescent Well-Being Campaign, now in the planning ahead of the 2023 Global Forum for Adolescents

### ***PMNCH will deepen its partner-led approach***

PMNCH has a track record of building consensus and fostering partner collaboration across constituencies to maximize effective accountability efforts for improved WCAH outcomes. PMNCH's added value is also evident in its contribution to multistakeholder accountability efforts, including through strengthening partners' advocacy capacity. To accelerate progress towards the Board and Executive Committee-approved Results Framework and, ultimately, towards improved accountability for WCAH outcomes, PMNCH will now identify and support lead in-country partners willing to take on a coordination role in national-level partner-led activities.<sup>3</sup>

### ***PMNCH will focus its advocacy efforts on supporting the implementation of existing commitments***

The proposal to focus on implementing existing commitments is justified by the extensive number of existing commitments not yet implemented in full. Recent focus on PMNCH-initiated "calls for action", including PMNCH-facing accountability efforts, will now be replaced with greater attention to accountability by the institutional sponsors of these agreements and frameworks, e.g., national parliaments, the UN, the African Union, the G7/G20, etc. Therefore, PMNCH will continue to encourage non-state actors – private sector, civil society, donors / foundations, academia, and others -- to develop plans to support accelerated implementation and follow-up efforts of government-led commitments. PMNCH will place more emphasis on disseminating progress-tracking efforts produced by these institutions. The efforts of the Global Leaders Network (GLN)<sup>4</sup> will further raise the visibility and drive global political will for WCAH, informed by the contributions of in-country partners.

<sup>2</sup> Undertaken by the PMNCH Secretariat in line with the decision by the July 2022 Board

<sup>3</sup> Criteria for identifying lead partners at the national level include the experience of the PMNCH partner in addressing the growing challenges for WCAH by ensuring inclusive policies, enabling legislations and equitable access to services; being an active member of effective and functioning national multi-stakeholder platform; ability to create meaningful opportunities for PMNCH partners in the identified country to demonstrate impact for advocacy and accountability; long-standing relationship with the Government at the national-level; and expertise in influencing decision-makers to engage with PMNCH.

<sup>4</sup> The Global Leaders Network (GLN) is envisioned as a loosely knit, peer-to-peer network of Heads of State and Government operating in a coordinated and effective manner to increase investment, strengthen policy directives and enhance service delivery for WCA rights, health and well-being, ensuring increased momentum for the 2030 Agenda in the post COVID-19 era.



Where significant gaps warrant targeted advocacy, PMNCH will support partner efforts to advocate for, and to drive, bold and ambitious WCAH commitments. In such cases, new or additional commitments would be mobilized in support of these global and/or regional policy processes and platforms generated by Member State-led institutions, such as the SDGs and UN declarations on UHC, SRHR (ICPD+25); World Health Assembly resolutions; the African Union's Maputo Plan of Action, etc. Such commitments should be SMART <sup>5</sup>, context-specific, government-led financial, policy <sup>6</sup> and/or service delivery domestic pledge to advance WCAH. For example, PMNCH will mobilize commitments for The Global Forum for Adolescents in October 2023 will be a key moment within this campaign, creating an opportunity for the presentation of relevant commitments.

### 3. Role of Country Lead Partners

The PMNCH Results Framework envisages PMNCH partner efforts in 30 low and middle-income (LMIC) countries, where PMNCH partners will mobilize, amplify and follow up existing commitments. Under the guidance of PECC, PMNCH will concentrate efforts on LMIC countries where need is great and where PMNCH has strong membership, existing small grant investments, presence of PMNCH champions (e.g., GLN <sup>7</sup> members, minister dialogues, parliamentarians, etc.) and/or other relationships that can be leveraged for accelerated efforts. Through PECC and its constituency structures, PMNCH will identify lead partners to coordinate in-country advocacy and accountability actions among country-based PMNCH partners. PECC will deliberate and confirm such offers for alignment with its country prioritization and selection criteria (see further down).

#### *Principles for in-country partner coordination*

The coordination function of country lead partners will be guided by several principles, including alignment with PMNCH's 2021-2025 Strategy and the direction of the PMNCH Board and other PMNCH governance structures; synergies with other in-country investments and initiatives by PMNCH partners and meaningful representation of diverse constituencies within national multistakeholder platforms.

#### *Key Responsibilities of country lead partners*

While the specific emphasis will vary according to the country context, the responsibilities of country lead partners will incorporate actions to:

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<sup>5</sup> SMART - Specific, Measurable, Achievable, Relevant, Time-bound

<sup>6</sup> 'Policies' can also include laws

<sup>7</sup> Global Leaders Network, Chaired by H.E. President C. Ramaphosa of Republic of South Africa



- oversee the process of identifying and establishing or strengthening a national multistakeholder platform (MSP) on WCAH, with meaningful representation and engagement by all PMNCH constituencies;
- coordinate multi-stakeholder consultation and collaboration processes to conduct a scoping or horizon scan of WCAH commitments, to facilitate consensus on recommendations for priority actions emerging from scoping results, and broad dissemination of scoping results. Where possible, this scoping should include evidence based on community voice/experience, e.g., results of crowdsourcing exercises on adolescent well-being needs. This exercise would point to new or renewed commitments required;
- lead the development and coordinated implementation of country-specific Advocacy and Accountability Action Plans or Roadmaps, targeting government and other decision-makers to ensure delivery against WCAH commitments, and leveraging champions with the GLN where applicable;
- champion ongoing PMNCH partner collaborative strategy-making and consensus-building in support of shared advocacy priorities, through creative and innovative digital spaces, including PMNCH Digital Advocacy Hubs.

#### ***Anticipated deliverables***

The efforts of country lead partners will contribute significantly towards MSPs that facilitate effective and impactful engagement among partners. Envisaged deliverables towards this objective will include<sup>8</sup>:

- a scoping of the prevailing WCAH environment and commitments requiring partner accountability efforts, packaged into a digital compendium of existing commitments, available to all partners for their information/action;
- an up-to-date database of PMNCH partners to facilitate effective communication and engagement;
- an advocacy and Accountability Action Plan/ Roadmap to rally partner-efforts and to provide the basis for evaluating and reporting progress by partners towards agreed outcomes;
- tools and resources for in-country partners to leverage in advocacy and accountability efforts.

#### **4. Role of PMNCH in support of the partner-led efforts at country level**

PMNCH is well positioned to support effective country MSPs to strengthen accountability and advocacy for WCAH. PMNCH is the world's largest alliance for WCAH, with more than 1,300 member-organizations across 10 constituency groups. PMNCH has established its ability to convene key WCAH actors at the highest level. In addition, PMNCH has established itself in global health partnerships and alliances, including Every Woman Every Child, the Global

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<sup>8</sup> to be disseminated at scale through the PMNCH Digital Advocacy Hubs





Financing Facility Investors' Group, and the Family Planning 2020 Reference Group. PMNCH has also established its formal engagement with large global health alliances, including The Coalition of Partnerships for UHC and Global Health, Gavi, the Vaccine Alliance and the Global Fund to Fight AIDS, Tuberculosis and Malaria, to promote WCAH. Through its governance structures and its secretariat, PMNCH will leverage these strengths and achievements to support partner-led efforts at country level.

#### **4.1 Contribution of PMNCH Governance Structures**

PMNCH partners will work in consultation with PMNCH's governance structures and engage its constituencies systematically to map existing commitments and support the translation into improved policies, budgeting and service delivery for WCAH.

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

Working collaboratively with other PMNCH governance structures, PECC will be the primary governance structure responsible for providing guidance on how to enhance partner engagement in selected countries, including facilitating the identification of country lead partners. This will include identifying priority countries for commitment follow-up and mobilization (where warranted), guided by its Partner Engagement Task Team.

In the context of broader guidance by the Strategic Advocacy Committee (SAC), PECC will provide guidance on country Advocacy and Accountability Action Plans/Roadmaps. Roadmaps are expected to include a broad range of social accountability activities, e.g., citizen hearings, contribution to Voluntary National Reviews<sup>9</sup>, budget advocacy meetings, reporting, monitoring and assessment exercises, etc. PECC will also contribute to strengthening multistakeholder platforms and partner engagement through supporting the identification, advising the Knowledge and Evidence Working Group on development of advocacy knowledge resources and how to tailor these global goods to country advocacy needs.

With critical inputs from country lead partners (some of whom will be members of PMNCH governance structures, including PECC itself), PECC will provide guidance on how multistakeholder platforms can support multipronged advocacy and accountability efforts and leverage synergies with other commitment-making platforms to avoid duplicating efforts. PECC will also provide guidance on metrics and targets related to these deliverables of the PMNCH Results Framework and report against these targets during biannual workplan reviews.

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<sup>9</sup> in relation to the 2030 SDG agenda



PECC will also support in-country advocacy efforts by providing guidance on regional mechanisms or processes that offer the prospect of creating an enabling environment for leaders to take the actions required at country level for WCAH. This will include building capacity among partners to engage multilaterals, international and regional institutions such as G20 and AU, in order to effectively leverage associated commitment platforms.

Engagement with other committees and working groups:

- ***Strategic Advocacy Committee (SAC)***: SAC will contribute to these efforts by supporting the development of advocacy and campaign strategies and tactics that link country with global, and global with country. These strategies and tactics will serve to advance measurable change and accountable leadership at the country level. This will include supporting the Global Leaders Network with an advocacy roadmap identifying opportunities to raise visibility of gaps through global, regional and national political platforms. SAC's contribution will enable PMNCH constituencies and partners to harness the power of partnership and effective advocacy to achieve more together than alone.
- ***Knowledge and Evidence Working Group***: KE-WG will contribute to country scoping efforts to map commitments and required advocacy efforts. Where partner efforts identify the need for mobilizing new or renewed commitments, the KE-WG will support evidence collation to inform their advocacy efforts. As part of its ongoing work, the KE-WG will develop evidence-based advocacy briefs and evidence-based messaging to backstop partner-led advocacy for supportive policies and adequate investments in WCAH.
- ***Accountability Working Group (Acc-WG)***: the Acc-WG will work with the KE-WG in supporting the development of a WCAH Accountability Compendium to promote implementation of WCAH commitments. This exercise will contribute to in-country scoping activities by partners. The Acc-WG will also support PECC in its efforts to provide guidance on methodologies and tools for strengthening capacity of partners to play powerful roles in country and regional accountability processes towards commitment follow up, including ensuring review and redress mechanisms are in place. While it is envisaged that the Acc-WG will contribute to country scoping exercises, its precise role alongside PECC and the KE-WG will be clarified by a time-bound task team to be set up to determine roles and modalities across these three structures.
- ***Governance and Ethics Committee (GEC)***: The GEC ensures the effective constitution and functioning of PMNCH governance structures. Its direct



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contribution will be to oversee the development and implementation of the Digital Advocacy Hubs, whose functioning will enhance partner engagement and action.

In making their respective contributions, PMNCH governance structures will engage other structures including task teams and in the case of the GFA, the Global Coordinating Committee. These structures will report to the Executive Committee on the results achieved. Critical strategic issues will be flagged to the PMNCH Board for discussion and deliberation on an ongoing basis.

#### **4.2 Contribution of the PMNCH Secretariat**

The Secretariat will help partners to plan and prioritize key activities to advance advocacy for commitments and accountability. The Secretariat will provide coordination, facilitation and technical support for the efforts of the standing committees of the PMNCH Board, including PECC. PMNCH will continue to raise and manage required resources for these efforts, and to facilitate all related work-planning and reporting processes.

### **5. What will success look like?**

The PMNCH revised approach to commitments for WCAH is based on an intentional country-focused and collaborative partner-led effort to improve accountability for and implementation of commitments in the context of international and regional pledging platforms. This revised approach will advance progress towards PMNCH's workplan deliverables by harnessing partner efforts more effectively, deepening accountability of governments, and by leveraging the strength of regional and global pledging platforms. This will be reflected in tangible progress towards the PMNCH 2021-2025 Results Framework, which envisages up to 30 LMIC countries making concerted effort to follow up and implement existing commitments and, where necessary, making new or renewed commitments to prioritize WCAH.<sup>10</sup> New commitments mobilized in line with this revised approach will be more robust. They will be based on context-specific evidence of needs and gaps; they will be led by partners in countries and they will be fully aligned with the overarching goal of increasing equity for the most vulnerable.

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<sup>10</sup> Deliverable 2.2