

Item 6: Strategic Priorities for 2024-2025

Proposal for strategic priorities 2024-2025

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PMNCH Board Meeting, 27 & 28 November 2023



Proposed PMNCH political advocacy goals for 2024-25

	Recommendations
1	Increase focus on WCAH within UHC/PHC, improving equity, quality and access <i>Increase focus on vulnerable and marginalized groups, including in conflict- and climate-affected regions through follow-up of commitments on WCA</i>
2	Mobilize commitments for Adolescent Well-Being, guided by the priorities of the Agenda for Action for Adolescents and 1.8bn Campaign (incl. follow-up of implementation of existing commitments) <i>Especially: Ask 1 (provide universal education and vocational training), Ask 2 (health and well-being services); Ask 3 (mental well-being and resilience); Ask 6 (prevention of stigma and discrimination (in conjunction with priority 4)</i> <i>Supported by: Ask 4 (reform of harmful and punitive laws), Ask 5 (social protections, including income generation programs and safety nets) and Ask 7 (increase meaningful social and civic participation)</i>
3	Increase focus on ending preventable maternal, newborn and child deaths and stillbirths <i>Advance MNCH (Incl. ENAP-EPMM targets), strengthening implementation and accountability for MNCH commitments</i>
4	Uphold sexual and reproductive health and rights <i>Support Lancet-Guttmacher definition of comprehensive SRHR, strengthening implementation and accountability for SRHR commitments</i>

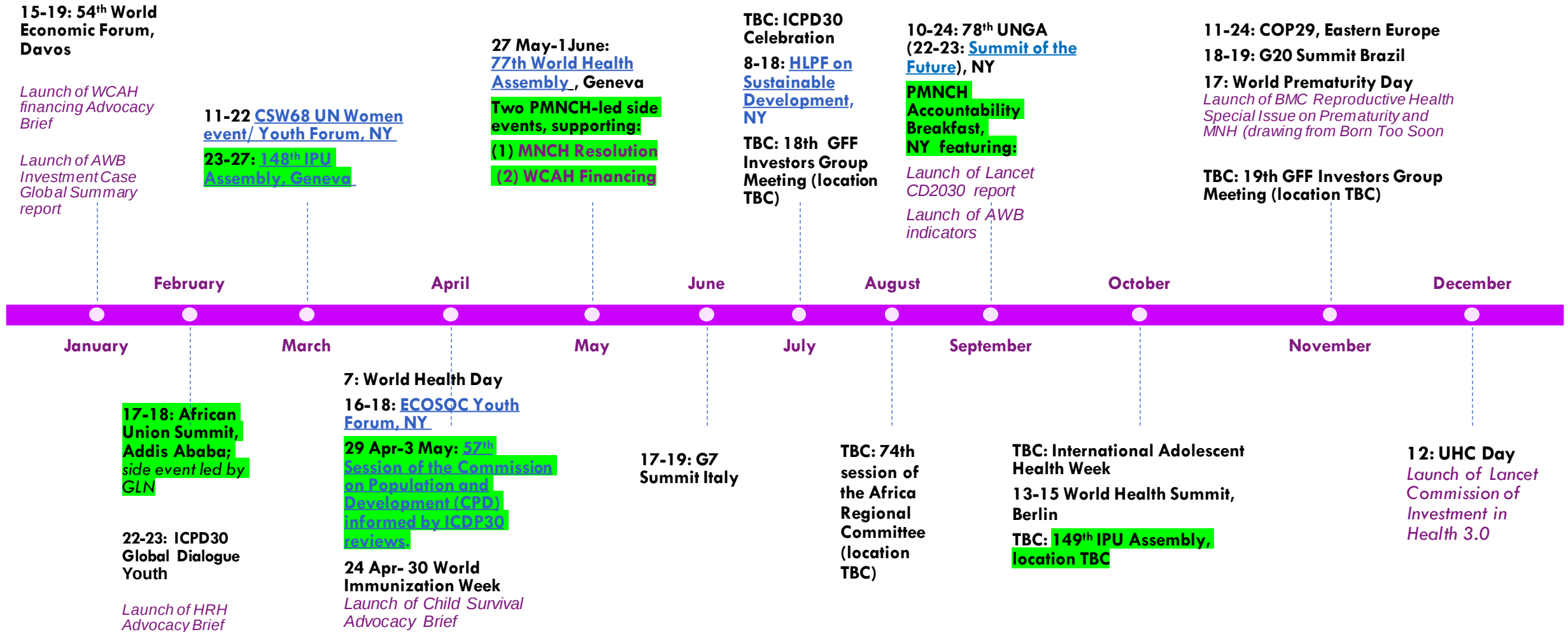
Potential priority-based deliverables 2024-25

Goals	Knowledge & Evidence	Partner Engagement	Campaigns & Outreach
Increasing focus on WCAH within UHC/PHC, improving equity, quality and access	- Commitment compendium and accountability portal, Global Strategy Progress Report (in 2025) - Provide evidence-based advocacy messages for consideration in WHA Resolution, e.g., strong Adolescent Well-Being language and ensure prominence of WHO's essential nutrition actions - Investment and economic messaging (derived from Lancet CIH3, DCP4), packaged into advocacy products and linked to data on lives saved - Advocacy messaging on WCAH/UHC, WCAH and Climate Change, Health Workforce etc.	- Global Leaders Network high-level advocacy support - Increase development of CAAPs (from 13 in 2023 to a total of 15 countries in 2024-25), ensuring equity issues, such as disability, are fully integrated - Implement Africa Regional Advocacy Strategy, incl through engagement with the GFF and AU - Implement Parliamentary Engagement Strategy (30 MPs)	• Investment in Health side event during WHA • WCAH Accountability Breakfast, UNGA, including results of Lancet-Countdown report • Advocacy asks through partner-led events and actions, including those related to WEF, ICPD, G7/G20, BRICS, HLPF and UNGA
Mobilizing for Adolescent well-being	- Commitment compilation and tracking - AWB progress reporting to be embedded in national, regional and global processes (incl. Lancet-Countdown Progress Report) & support for related message dissemination - Support possible IPU AWB Resolution - Evidence synthesis of the 7 Adolescent Agenda for Action asks, AWB investment case, Monitoring framework - Capacity building programmes on AWB - Digital and social media 1.8b campaign	- Adolescent Well-Being Digital Advocacy Hub - Leveraging national CAAP processes to drive more Adolescent Well-Being commitments and support the implementation of existing ones (including private sector and non-state commitments) - IPU AWB Resolution mobilization - Sharing best practices on MAYE and capacity building for AYC members on mobilizing AWB commitments e.g.,	- Dissemination and advocacy for the AAA at global and regional levels under 1.8b campaign umbrella - National events to disseminate nationally tailored versions of AAA, based on national analysis of What Young People Want results and other inputs, disseminated through national media and national events - Advocacy asks through partner-led events and actions, including those related to WEF, ICPD, G7/G20, BRICS, HLPF and

Potential priority-based deliverables 2024-25

Goals	Knowledge & Evidence	Partner Engagement	Campaigns & Outreach
Ending preventable MNC deaths and stillbirths	- MNCH commitment compendium (incl. ENAP-EPMM commitments), with a particular focus on midwifery and specific MNCH high-impact interventions - Development and dissemination of MNCH messages derived from Countdown-Lancet Progress Report process - Continued dissemination of Born too Soon and related products incl. 2024 journal series derived from Born Too Soon report	- MNCH Digital Advocacy Hub • MNCH Advocacy Strategy and Roadmap • Accountability for MNCH commitments against SDG and ENAP-EPMM targets, working through MNCH Acceleration Plans and broader CAAPs • Strengthening links with sectors like HIV, Malaria, TB, immunization, nutrition – key determinants of MNCH – though increased engagement with GFTAM, GFF, GAVI.	• Advocacy asks, specifically with a particular focus on midwifery and high-impact MNCH interventions, through partner-led events and actions, including those related to CPD/ICPD, G7/G20, BRICS, WHA, and UNGA
Upholding Sexual and Reproductive Health and Rights	- SRHR/ICPD30 commitments compendium - Development and dissemination of SRHR messages as part of Lancet-Countdown Progress Report process - Parliamentarian capacity building webinars and products on SRHR evidence and gaps	- SRHR Digital Advocacy Hub - Advocacy and Accountability for SRHR commitments as part of CAAPs - Strengthen collaboration with SRHR partnerships and networks (e.g., ICPD@30, Nexus, FP2030, etc.) to support CAAP lead partners to leverage these commitments and associated funding	- Potential Side event during CDP on ICPD@30 • Advocacy asks through partner-led events and actions, incl. those related to WEF, CPD, G7/G20, BRICS, WHA, HLPF and UNGA, WHS

PMNCH advocacy roadmap 2024



Prioritization criteria (approved by SAC, May 2022)

(i) Be reflective of Board-agreed RF goals and 2022-23 advocacy priorities; (ii) Strong potential for visibility (media appeal and social media reach); (iii) Strong platform for messaging through PMNCH (GLN) champions; (iv) Attractive to policy influencers, including from outside health; (v) Where possible, directly linked to global and regional political events (e.g., side events associated with G7, G20, AU, IPU, UNGA etc.); (vi) Maximum of 20 “tier 2” (PMNCH-supported) events each year; (vii) Agreed by partners as priority events, led by partners, facilitated by Secretariat