



Proposed Action Plan for Adolescent Well-being in 2024-25

Background

This is a proposal to the PMNCH Board to accelerate our advocacy efforts for Adolescent Well-Being (AWB), supported by the 2024-2025 PMNCH rolling workplan. This plan will advance PMNCH's overarching efforts to secure more financial, policy and service delivery commitments for AWB under the successful 1.8 Billion Young People for Change Campaign (1.8 Campaign) umbrella, guided by the Meaningful Adolescent and Youth Engagement (MAYE) principles.

It builds on important milestones and successes of PMNCH's efforts to date, from the original Call to Action for AWB in 2019 to the [Global Forum for Adolescents](#) (GFA) in October 2023, which culminated with:

- More than 120 national events leading up to the GFA;
- More than 1.3 million young people speaking through What Young People Want (WYPW) and findings of WYPW have been distilled into an Agenda for Action for Adolescents (AAA) launched at the GFA (see Annex 1);
- Commitments from 18 Member States, 2 Regional intergovernmental organizations, 13 philanthropic and funding organizations, 2 non-governmental organizations (NGOs), and other inter-governmental organizations and health-care professional associations responding to the asks emerging in the AAA.

This paper outlines the next steps for mobilizing more commitments to Adolescent Well-Being and supporting accountability and implementation for current pledges, guided by the priorities of the Agenda for Action for Adolescents.

I. Sustaining the momentum by mobilizing commitments for Adolescent Well-being

The commitment mobilization efforts coordinated by PMNCH partners led to commitments for more investments, better policies, and smarter programmes for adolescent well-being in 18 countries. Building on the momentum of these commitments, it is important to continue advocacy for prioritization of AWB in global, regional and national discourse.

PMNCH's efforts to mobilize more commitment will continue to be guided by the asks of the AAA. This coordination for mobilizing a minimum of 10 new commitments from Member States for 2024 will be delivered under the leadership of PMNCH partners through the Commitments Task Team of the Partner Engagement in Countries Committee (PECC). The Political Advocacy Workstream of the GFA will fold into this Commitment Task Team.

II. Supporting accountability and implementation of commitments for Adolescent Well-being

PMNCH partners will aim to support the implementation and progress of the commitments announced till date through targeted coordination efforts by leveraging existing accountability mechanisms at the national, regional and global level.



This work will be undertaken through PMNCH's three main functions: knowledge synthesis, campaigns and outreach, and partner engagement, promoting a coordinated approach across all stakeholder groups.

Knowledge Synthesis

Goal: In 2024-2025, further develop, disseminate and promote the uptake of evidence-based tools to strengthen implementation of existing AWB commitments, and to mobilize new financial and political commitments for adolescent wellbeing.

Proposed knowledge-based products and processes include:

1. **Agenda for Action for Adolescents (AAA):** Development of evidence synthesis products to drive consensus on asks and to support specific and measurable commitment mobilization against the AAA asks e.g., knowledge summaries/advocacy factsheets that explain the needs/gaps/recommended investments and interventions behind each of the seven asks of the AAA.
2. **An Adolescent Well-being Investment Case and resources:** PMNCH is supporting the development and dissemination of a global report and global methodological toolkit to be finalized by December 2023, following this national toolkits and case studies will be developed based on pilot-testing in three countries. Case study countries will be determined based on a) the size of the adolescent and youth population; b) the countries interest in promoting adolescent well-being and c) PMNCH and its partners connection in countries. This set of products will serve as advocacy tools for mobilizing an increase in national budgets, policies and programmes for adolescent well-being among Member States.
3. **An Adolescent Well-being Measurement approach:** This includes a measurement approach, a set of measurement principles and a menu of indicators to measure AWB which can be used universally. Partner-led feasibility study in three countries will demonstrate robustness and ease of use by country partners. A set of national indicators will be developed based on the study findings. These products will serve as adolescent well-being accountability mechanisms in national programmes and plans, with the aim of being included in future SDG reporting processes.
4. **The updated Global AA-HA!:** Launched at the GFA, the updated Global AA-HA! Extends beyond health to include the five domains of the [Adolescent Well-being Framework](#) to guide and support country implementation for accelerated action to improve the health and well-being of adolescents. PMNCH will advocate for uptake of the AA-HA! recommendations in national programming.

Campaigns and outreach

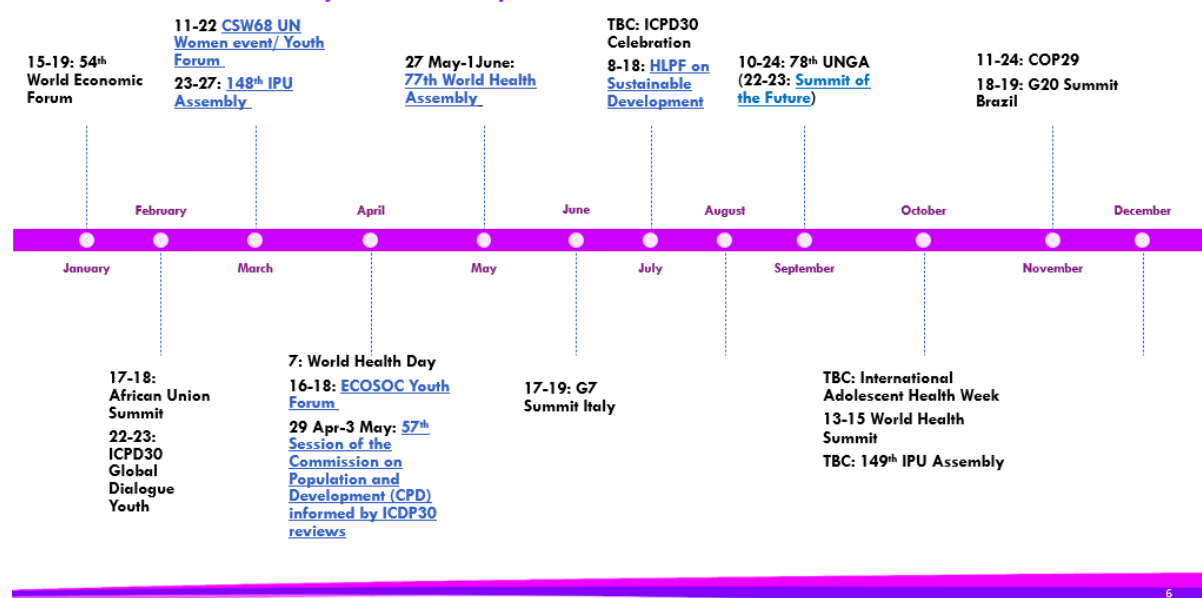
Goal: During 2024-2025, PMNCH will strengthen the reach and visibility of the 1.8 Campaign Young People for Change campaign to drive greater commitment to AWB. Key actions will include leveraging inter-governmental political fora, including the G7 and G20, and the African Union, through side events and bilateral meetings, as well as working closely with high-level champions to elevate key messages, and making full use of social media for message dissemination (see Figure 1 for 2024 opportunities). Some of these events and outputs will be convened by PMNCH in line with available budget; others will be led by partners.



1. **Events:** In terms of events, one such key milestone is the [UN Summit of the Future](#). The aim of the Summit is two-fold: accelerate efforts to meet existing international commitments and take concrete steps to respond to emerging challenges and opportunities through an action-oriented outcome document called the Pact for the Future to be launched in September 2024. PMNCH will advocate for adolescent-specific language in the “Pact for the Future” and will organize a high-level Member State event in the margins of the Summit of the Future convening Member States to champion adolescent well-being as a priority agenda.

Figure 1. PMNCH Advocacy Roadmap 2024

PMNCH advocacy roadmap 2024



The World Health Assembly is another important advocacy moment. This will include working with partners to ensure explicit reference to adolescent well-being in WHA resolutions, with associated periodic reporting requirement and an opportunity for partners to meet on the margins of WHA on WCA agenda, including on adolescent well-being e.g., through a side event. Other opportunities include a PMNCH coordinated bi-annual partner report on Implementation of the Global Strategy for Women's, Children's, and Adolescents' Health (2016-2030) the next report is planned for 2025. Linked to the Global Strategy reporting, a periodic high-profile report on adolescent well-being at PMNCH's flagship UNGA Accountability Breakfast will be another important moment.

2. **Intergovernmental platforms and processes:** PMNCH will also strengthen efforts to provide member states with support to advocate for explicit inclusion of reference and provisions on adolescent well-being in intergovernmental instruments, such as relevant UN, G7/G20, IPU resolutions and outcome documents.

This involves supporting the accountability of AWB commitments:



- At national level: PMNCH supported Collaborative Accountability and Action Plans (CAAP), where relevant, and leveraging accountability mechanisms such as parliamentary hearings and citizen-led efforts;
 - At regional level: Member State reporting at regional institutions and platforms on the priorities for adolescent well-being and course correction with additional commitments where required; and
 - At global level: Partner-driven action for facilitating accelerated advocacy for meaningful engagement of adolescents and youth ([MAYE](#)) in the Voluntary National Reviews (VNRs) of the SDGs for 2024 and to ensure AWB commitments progress update is incorporated in institutional reporting and follow-up mechanisms (such as Universal Periodic Reviews and implementation of UHC and other related political declarations) and engaging at global level working with UNDESA, UHC2030, IPU and others.

PMNCH will continue strong advocacy with the Brazil's G20 Presidency building on the momentum from India's G20 Presidency and the successful engagements on WCAH. This will also aim to lay the foundations for the engagement with the G20 Troika and South Africa's leadership of the same.

3. **Global Leaders' Network**: PMNCH will work closely with the Global Leaders' Network for Women's, Children's and Adolescents' Health and Well-being chaired by His Excellency Cyril Ramaphosa, President of the Republic of South Africa to ensure adolescent well-being is recognized and prioritized in global, regional, and national agendas.

4. **Media**: Media, including earned media and social media, will play a catalytic role so that the voice of champions, and influencers is amplified drawing attention to the need for investment in adolescent well-being.

Partner engagement

Goal: In 2024-25, PMNCH through its partners will continue to play a key role in capacity building, equipping, and supporting stakeholders to rally together for much greater action and impact on AWB through:

Capacity Building: Supporting implementation of existing commitments and mobilizing new commitments through constituency and organizational efforts as part of Collaborative Accountability and Action Plans (CAAP)¹; strengthening adolescents and youth (AY) coalitions through country DAHs, and catalytic funding for increased engagement including for development of national AAAs based on WYPW evidence (subject to availability of resources); drill deeper into the "What Young People Want" initiative by analyzing and disseminating at national level e.g. national versions of the AAA; engaging parliamentarians; and, hosting capacity building webinars on the AWB Digital Advocacy Hub, and other means. In addition, PMNCH, together with partners, will advocate for uptake of and integration the Agenda for Action in line with the commitments made by member states.

Partner engagement through national events: While PMNCH will not bear the costs of national events, our role will be to advocate for such events and to support and enhance partnerships at national level around such events – ideally up to 25 new events in 2024-25. National events will continue to be a vehicle to support the development of new or revised commitments, and to strengthen accountability for implementation of existing Members state and non-state actor commitments. In 2024-2025 national events/convenings are envisioned to be closer linked to



institutionalized mechanisms to focus on the implementation of the AAA, multi stakeholder consultations to support commitment mobilization, dissemination and uptake of new knowledge products e.g. AWB investment case, measurement approaches and indicators and, the AA-HA!2.0 national capacity building, planning and review meetings.

Partner engagement through regional and global platforms is outlined above.

Increasing partner engagement through Digital Advocacy Hubs: PMNCH's Digital Advocacy Hubs will serve as platform for partners to promote their products, convenings and updates on progress made. The DAH will also feature lived experiences, partner content related to outcomes of accountability processes e.g., parliamentary and citizen hearings and work undertaken through Country Advocacy and Action Plans (CAAP).

Next steps

- Through the CAAP process, integrate efforts to advance the implementation of the Agenda for Action for Adolescents, including accountability efforts through UN Voluntary National Reporting processes;
- Joint activities and collaboration, as included in the workplan 2024-2025, to be agreed during the next PMNCH cross-committee/WG retreat in Q1 of 2024.

Annex 1: Agenda for Action for Adolescents (AAA)

Launched at the Global Forum for Adolescents, the AAA builds on the multistakeholder consultation report, the BMJ collection, a series of townhalls with adolescent girls and findings of the WYPW survey, which captures the voices of over 1.3 million young people. The [Agenda for Action for Adolescents](#) calls for financial, policy and service delivery commitments across seven intersectional asks to promote adolescent well-being (see figure 1).

The AAA is fuel and framework for the 1.8 Billion Young People for Change campaign, to strengthen commitment made and to mobilize new commitments. The AAA will serve as a common agenda for youth led and youth serving organizations to work with a common voice in seeking national commitments and holding duty bearer to account for acting on commitments made through measurable policy and programme action.



Figure 2: Agenda for Action for Adolescents

We, adolescents and youth along with 1,400+ PMNCH partner organizations, call on governments, donors, development partners, and all stakeholders to protect and promote the well-being of adolescents and youth through strengthened domestic investment and policies, supported by international cooperation, to:

1. **Provide universal primary, secondary, and tertiary education, and vocational training** to ensure all adolescents and youth develop skills aligned with modern labor market demands and are protected by strengthened labour laws and policies to provide decent jobs, meaningful career options and safe working environments. 
2. **Provide affordable, high-quality adolescent health and well-being services**, especially to adolescent parents, including through "one-stop shops", digital platforms, and peer-led models that bring care closer to communities, including primary health-care services, schools, and community-based services. 
3. **Ensure mental well-being and resilience** by providing timely and flexible, access to affordable and quality evidence-based information, services, psychosocial support, therapy, and destigmatizing mental health conditions. 
4. **Reform harmful and punitive laws** and institute affirmative and protective laws and policies that facilitate access to education, healthcare, and other wellbeing services, and provide safe public spaces including roads. Laws and policies should protect adolescents and youth from all forms of violence, discrimination, and harm, including sexual, gender-based, and domestic violence. Ensure age of consent laws do not deprive access to **essential SRH services and information, including HIV services, contraception, and safe abortion**, while protecting against child, early and forced marriage. 
5. **Strengthen and establish social protection policies** and mechanisms that meet the unique needs of adolescents and youth, through income generating programs and safety nets for vulnerable adolescents including cash transfers and food security. 
6. **Prevent stigma and discrimination** against adolescents and youth in all their diversity through legal protection and awareness raising including among all stakeholders providing **Comprehensive Sexuality Education (CSE) in and out of school**. 
7. **Strengthen the agency of adolescents and youth** by providing meaningful social and civic participation and allocating adequate resources to support youth and adolescent centred accountability mechanisms, to track the implementation of the Agenda for Action for Adolescents, utilising existing mechanisms at the national, regional, and global levels, such as the Voluntary National Review and Universal Periodic Review. 

