

Strategic Priorities Framework

PMNCH Board Meeting
December 4, 2024



PMNCH's Added Value

Respondents expressed strong support for PMNCH's mission, belief in its potential, and recognition of its unique role. They highlighted the following as key elements of its value:



Inclusive membership model: PMNCH's multi-constituency membership brings together diverse stakeholders across sectors, enabling bold advocacy, collaboration, and alignment on messaging and accountability.



Holistic approach to WCAH: PMNCH's comprehensive focus on the life course and continuum of care (CoC) for women, newborns, children, and adolescents frames WCAH advocacy issues holistically, advancing intersectional and sustainable solutions.



Youth engagement in leadership: Through the Adolescents and Youth Constituency (AYC), PMNCH prioritizes meaningful youth engagement in governance and decision-making. Initiatives like the What Young People Want Campaign and the 2023 Global Forum for Adolescents help bring youth priorities into PMNCH's core agenda.



Global convening power: PMNCH's ability to access high-level forums and engage influential leaders enhances its convening strength, with opportunities to make these engagements more politically impactful.



Credibility and influence: As a WHO-hosted partnership with UN agency and academic membership, PMNCH's advocacy messages and events are seen as having strong credibility and weight.



SPOTLIGHT

PMNCH's diverse membership and constituencies are its strength, enabling cross-sector convening power. However, many members remain disengaged, and engagement based on constituency rather than thematic or content-driven activities offers fewer opportunities for collaboration and impact.

To enhance value, **PMNCH should focus on cross-constituency collaboration and action on thematic areas, knowledge-sharing, and agreed advocacy outcomes.**

Clearer membership expectations, a unified advocacy voice, and measurable success metrics will strengthen alignment, deepen engagement, and amplify impact.

Key Recommendations

Identify topline, concrete, trackable advocacy outcomes for WCAH and the 3 sub-themes

1

Priority outcomes to consider – agree on 4-5 per 2-year workplan:

- **WCAH/life course:** Advocate for full integration of essential WCAH interventions into UHC/PHC plans and budgets; increase domestic WCAH funding in focus countries; and sustain ODA for WCAH, prioritizing pooled financing for essential commodities and high-impact interventions.
- **Maternal, newborn & child health:** Urge the adoption of ambitious, measurable, evidence-based national plans aligned with the WHA77 resolution to reduce maternal, newborn, and child mortality in focus geographies; secure donor pledges for high-impact interventions and technologies.
- **Sexual & reproductive health & rights:** Ensure SRHR interventions are central to WCAH advocacy targets; counter anti-rights misinformation through a global platform to create protected political space for SRHR.
- **Adolescent well-being:** Include adolescent well-being within WCAH advocacy targets; and prioritize cross-cutting issues at the intersection of AWB, SRHR, and MNCH (addressing unintended pregnancies, HIV/STI prevention, and care for pregnant adolescents/first-time mothers).

Align PMNCH workstreams and initiatives, geographically and functionally

2

To reduce silos and strengthen linkages across constituencies, thematic focus areas, and initiatives:

- **Prioritize geographic alignment:** Focus PMNCH initiatives (e.g., GLN, CAAP, DAH, parliamentary group engagement) on priority countries, with potential expansion as funding and capacity allow.
- **Ensure thematic balance:** Align efforts across WCAH and the three thematic areas, ensuring campaigns or activities centered on one area also highlight others to maintain stakeholder and donor engagement.
- **Serve as an integrative platform for other issue-specific partnerships:** Position PMNCH as a welcoming umbrella for vertical partnerships (e.g., FP2030, EWENE), fostering collaboration, shared workplans, and engagement with cross-cutting issues to jointly strengthen WCAH outcomes.
- **Avoid over-specialization:** Refrain from delving into specific sub-topics *within* thematic areas for PMNCH-branded campaigns, focusing instead on amplifying the messages of members and allied vertical partnerships.

Key Recommendations

Situate accountability as central to effective advocacy

3

Accountability is widely viewed as an essential but underdeveloped element of PMNCH's work. Options include:

- **Adopt a mutual accountability model:** Develop a WCAH scorecard with agreed indicators to track progress in PMNCH focus countries, convene high-level annual meetings (e.g., linked to the GLN) to review results, and engage donors, UN agencies, and civil society to recognize achievements, share lessons, and foster “friendly competition.”
- **Strengthen CAAP functionality in accountability and advocacy:** Invest in capacity-building and tools development to support CAAP lead partners; encourage the inclusion of social accountability and citizen monitoring of health sector performance; utilize specialized partners to manage sub-granting and capacity-building.
- **Deepen engagement with parliamentarians:** Partner with the IPU and/or other parliamentary groups to engage parliamentary voices in accountability for government actions on WCAH and the three thematic areas.
- **Monitor national progress:** Collaborate with credible, qualified research and evidence organization to track and report on WCAH coverage and outcome indicators.

Other key tactical options

4

During consultations with stakeholders, tactical and shorter-term suggestions emerged reflecting PMNCH's added value, including:

- **Articulate a bold position on SRHR:** PMNCH could publicize a strong stance supporting and defining SRHR to counter the anti-rights movement, offering “cover” for local organizations to speak out and responding to calls to be bold and provocative.
- **Convene the community to define a unified WCAH platform post-US election:** Leverage PMNCH's convening power to align partners on a shared WCAH position and action plan, responding to US election results and the evolving anti-rights landscape.
- **Support G20 Call to Action on WCAH:** Collaborate with the Government of South Africa to propose a G20 Call to Action, committing member states to eliminate preventable maternal and child deaths and promoting progressive WCAH policies.
- **Define post-2030 WCAH goals and targets:** Convene and lead the WCAH community in setting coordinated post-SDG goals and targets for WCAH and thematic priorities, ensuring alignment and leveraging PMNCH's strengths.