



Deliverable 1.4 Knowledge documenting community and people's voices and lived experience - Action Plan

PMNCH 2022-23 Workplan Deliverable:	1.4 Knowledge documenting community and people's voices and lived experience related to WCA health and well-being, with a focus on equity (e.g., reports, briefs, digital assets, etc.).
Coordinating Structure	Knowledge & Evidence Working Group
Function and Output:	Knowledge synthesis

1. Rationale and added value

During its [2021-2025 Strategy](#), PMNCH aims to support its Partners to advocate for, secure and follow up on 30 national and five new global/regional policy, financing and/or service commitments to prioritize women's, children's, adolescents' (WCA) health and well-being, with a focus of leaving no one behind.

A recent (2021) [PMNCH-led partner demands analysis](#) found that 63% of respondents identified the need to engage with community and local voices for effective advocacy on WCA health and well-being issues. Understanding the lived realities of women, children and adolescents through hearing their voices and responses directly is necessary to shape national, regional and global policies for better health and well-being. Several approaches have been utilized by partners, e.g. [IBP networks](#) use a storytelling approach to document impact, strengthen capacity and advocate for SRH interventions that work; [WHO](#) calls for sexual, reproductive, maternal, newborn, child and adolescent services to be upheld during the COVID-19 pandemic; [Word on the street](#) digital long-form reporting, etc. Recent PMNCH efforts relied on community-based surveys conducted through partner-organizations to distill and depict the experiences of 30,000 people in 42 countries during the pandemic, as published in the [Finding Hope report](#).

Products created under this deliverable will equip partners to undertake advocacy efforts steered by community priorities and needs. This will include digital and earned media products, such as community-based commentaries, videos and podcasts (Deliverable 3.4), as well as champion-led efforts amplifying the needs of women, children and adolescents themselves (Global Leaders Network, Deliverable 2.1), contributing to improved targeting and implementation of commitments aligned with PMNCH campaign asks, such as the COVID-19 Call to Action and the #adolescents2030 campaign. Testimonials and community evidence can also contribute to meaningful social accountability efforts supported by PMNCH (Deliverable 1.3) and will be a centerpiece of the 2023 Global Forum on Adolescents (Deliverable 3.1), aimed at strengthening and broadening a growing global movement for adolescent well-being, led by young people and those concerned with adolescent well-being.

2. Proposed work

PMNCH 2022 sub-deliverable	Task team ¹	Partners	Constituencies	Focal Point	Delivery	Contribution ²
1.4.1 Collating direct experiences from communities, including women and young people, on key issues aligned with 2022-23 PMNCH Board priorities, embedding peoples' voices in advocacy and social accountability and utilizing digital and community-based mechanisms, including chatbots, surveys, interviews, community journalism, citizen hearings, etc.	Knowledge and Evidence WG, SAC, Accountability WG	White Ribbon Alliance, Population Council	NGO, AY, ART, HCPA, IGO	Mike Mbizvo, Vice Chair, KE-WG	2022	\$60k
Secretariat-led coordination and facilitation						\$124k
Sub-total (net of Programme Support Costs)						\$184k
WHO Programme Support Costs (13%)						\$24k
Total						\$208k

¹ See section 5 for the proposed role of Task Teams. Its members can be any PMNCH partners who are interested in engaging in the individual sub-deliverables.

² Each sub-deliverable should be funded through a combination of PMNCH's Partner and Secretariat contributions, either as financial or human resources. Planned Contribution (as per table) indicates PMNCH Secretariat's anticipated contribution to the sub-deliverable, from its overall US\$ 10 million annual budget, which is yet to be fully funded – mobilizing resources is ongoing.



3. Aligning with PMNCH Board's 2022-23 advocacy priorities

Within the overall umbrella of the five-year [PMNCH's 2021 to 2025 Strategy](#), PMNCH Board agreed four advocacy priorities for the 2022-23 work planning period.

Advocacy priorities for 2022-23 work planning period- Board decisions	Responding to the advocacy priorities
Focus on the seven asks of PMNCH COVID-19 Call to Action , with attention to 1, 2, 3, 4 and 7	Community knowledge and experience related to the four Board-approved priorities will support PMNCH's efforts on the COVID-19 Call to Action and #adolescents2030 campaigns, including through media-based advocacy and champion-led advocacy.
WCA in Universal Health Coverage (UHC) processes	
Adolescent health & well-being, including its relationship to SRHR, mental health, climate change	
Reducing preventable maternal, newborn and child (MNC) deaths, including stillbirths	

4. Linkages to other [PMNCH 2022-23 Workplan Deliverables](#)



5. Role of the Task Teams

Under the coordination of the Knowledge & Evidence Working Group, the sub-deliverable Task Team(s) will be responsible for organizing and implementing the work associated with the above sub-deliverable. This will involve:

- (i) bringing relevant partners together and building on existing work;
- (ii) implementing the sub-deliverable, including division of roles and responsibilities; and
- (iii) monitoring, measuring and reporting on the progress of the sub-deliverable through indicator setting and tracking.

6. Monitoring and measuring progress

Contribution will be measured through two key indicators: (i) number of people's "voices" collected and showcased through PMNCH; and (ii) number of people reached through earned and social media, as well as other digital channels.

7. Secretariat contribution

The PMNCH Secretariat supports the Coordinating Structures, its Task Teams and Partner Focal Points in facilitating the engagement of the broader partnership through the constituency structures, ensuring access to resources, and orchestration with the work of other deliverables so that the work leads to the agreed overall aims and objectives of [PMNCH's 2021 to 2025 Strategy](#). This includes supporting partners in their use of Digital Advocacy Hubs.

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