



Deliverable 2.4 PMNCH Digital Advocacy Hubs - Action Plan

PMNCH 2022-23 Workplan Deliverable:	2.4 Creation of PMNCH Digital Advocacy Hubs to support partner engagement and knowledge sharing (e.g., make available all resources developed under Knowledge Synthesis), capacity building and joint action.
Coordinating Structure	Governance and Ethics Committee
Function and Output:	Partner Engagement

1. Rationale and added value

Through 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.

The PMNCH Digital Advocacy Hubs (DAH) are a moderated set of online, interactive spaces to unite and support partners in common advocacy efforts. The vision is to create the world's most powerful digital advocacy platform for WCA health and well-being. The mission, to harness the power of digital technology to connect PMNCH partners in advocacy and accountability efforts.

The DAH will contribute to the three main function-based outcomes of PMNCH in line with the PMNCH Results Framework, enabling partners to:

- **Knowledge Synthesis:** share and access high-quality and timely knowledge and information online, including knowledge summaries, papers, videos, reports, toolkits, podcasts, social media assets, etc., equipping partners to conduct more impactful advocacy and accountability for necessary change;
- **Partner Engagement:** develop networks and connectivity through member forums, online chats, webinars, etc., and capacitate partners for more effective and impactful advocacy, including through online courses and skills workshops, advocacy training, webinars, best practices and case studies;
- **Campaigns & Outreach:** access, engage and participate in advocacy efforts to mobilize WCAH commitments, including through exchange of news and updates on campaign goals, advocacy opportunities/ challenges, as well as development/production of virtual events, connection to social media, etc.

2. Proposed work

PMNCH 2022 sub-deliverable	Task team ¹	Partners	Constituencies	Focal Point	Delivery	Contribution ²
2.4.1 Three global-level DAHs developed that are dedicated to PMNCH advocacy goals (e.g., SRHR, MNCH, and AHWB), including rooms within the hubs for specific topics/efforts (e.g. Global Forum for Adolescents). This sub-deliverable includes training and equipping members to use the hubs effectively.	DAH Launch Task Team, co-moderators	TBD, based on Launch Task Team + thematic area	All PMNCH Constituencies	KEWG	Q3 2022	\$180k
2.4.2 Up to three country/regional DAHs developed, including rooms within those hubs for specific advocacy efforts of interest to national partners. Includes equipping members to use the hubs.	DAH Launch Task Team	TBD, based on Launch Task Team + thematic area	All PMNCH Constituencies	PECC	Q3 2022	\$5k
2.4.3 Up to five hubs developed to support the PMNCH governance structure (e.g., hubs for specific standing committees, working groups and/or constituencies, as per demand) to promote member engagement, coordination and communication. Includes equipping members to use the hubs.	DAH Launch Task Team and GFA Task Team	TBD, based on Launch Task Team + thematic area	All PMNCH Constituencies	GEC	Q3 2022	\$0

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.



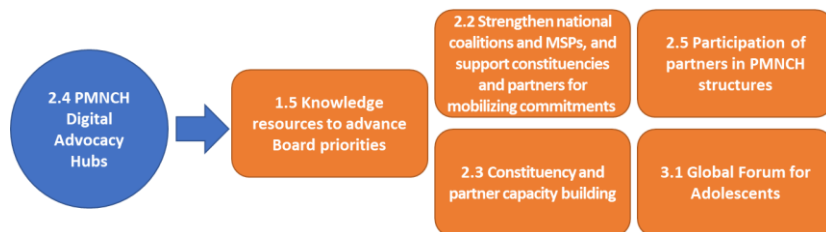
PMNCH 2022 sub-deliverable	Task team ¹	Partners	Constituencies	Focal Point	Delivery	Contribution ²
2.4.4 An interactive Library developed for sharing and accessing capacity building resources and tools.	DAH Launch Task Team and GFA Task Team	TBD, based on Launch Task Team + thematic area	All PMNCH Constituencies	GEC	Q4 2023	\$0
Secretariat-led coordination and facilitation						\$348k
Sub-total (net of Programme Support Costs)						\$533k
WHO Programme Support Costs (13%)						\$69k
Total						\$602k

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	Digital Advocacy Hubs provide an effective platform to support PMNCH's advocacy efforts for these four goals at the country, regional and global levels.
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 Governance and Ethics Committee, the sub-deliverable Task Team(s) will be responsible for organizing and implementing the work associated with the noted sub-deliverable. This will involve:

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

6. Monitoring and measuring progress

This deliverable's contribution to the success of the Partner Engagement Output will be measured through two key indicators: (i) number of coalitions strengthened at national, regional and global levels (DAH conceptualized or launched), and (ii) number of partners engaged in PMNCH advocacy efforts - other than events - around WCAH (# of partners engaged in advocacy efforts, including Digital Advocacy Hubs).

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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