



Deliverable 3.1 Global Forum for Adolescents (2023) Action Plan

PMNCH 2022-23 Workplan Deliverable:	3.1 Development of Global Forum for Adolescents structure, programme and digital communication approaches.
Coordinating Structure	Strategic Advocacy Committee
Function and Output:	Campaigns & Outreach

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.

In October 2023, PMNCH will convene the world's biggest-ever gathering for adolescent health and well-being. An estimated 1 million participants will join this innovative virtual event, focusing the world's attention on the needs of more than 1.2 billion adolescents. Delivering today for young people will influence the world of tomorrow. The Global Forum for Adolescents will galvanize pace and urgency toward the 2030 SDGs. By uniting young people with policymakers and 1,250 PMNCH partner organizations from more than 192 countries, young people and their advocates will be equipped and supported to demand greater policy, financing and service delivery commitments for adolescent well-being. Staged at the mid-point between the September 2023 SDG Summit and the end-2023 G20 Summit, the Forum will drive forward the growing #adolescent2030 campaign by:

1. Widening a growing global movement for the well-being of adolescents;
2. Rallying all stakeholders to support adolescent commitments made at the SDG Summit and High-Level Meeting on UHC;
3. Urging G20 Member States in 2023 to commit to greater financing for adolescent well-being in all aspects, including access to education, employment, and mental and physical health.

2. Proposed work

PMNCH 2022 sub-deliverables	Task team ¹	Partners	Constituencies	Focal Point	Delivery	Contribution ²
3.1.1 Global Forum partner-led structure developed, including establishment of Global Coordinating Committee, overseeing three main sub-committees, dedicated to Programmes, Partnership and Communications, and Digital Experience.	Global Forum for Adolescents (GFA) Global Coordinating Committee (GCC)	GCC Co-chairs (TBC)	All constituencies; AYC members will co-chair/lead every committee	Co-chairs (TBC)	2022-October 2023	\$100k
3.1.2 Advocacy and communication strategy developed to promote wide support for the Forum and its goals, including development of dedicated Global Forum champions and influencers.	GFA Partnership and Communications Sub-Committee	GCC Co-chairs	All constituencies	Co-chairs	2022-October 2023	\$24k

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-deliverables	Task team ¹	Partners	Constituencies	Focal Point	Delivery	Contribution ²
3.1.3 Evidence-based Advocacy Agenda for Action for Adolescents developed for engaging and mobilizing partners, focusing on clear outcomes in UN/SDG and G20 processes in 2023.	SAC members and the GFA Partnership and Communications Sub-Committee	GCC Co-chairs	All constituencies	Co-chairs	2022-October 2023	\$100k
3.1.4 Production of a “curtain-raiser” event in October 2022 to announce the Forum; program development for in-person New York events in September 2023 and Global Forum virtual events in October 2023, including design of unique, digital experiences.	GFA Programme Sub-Committee, supported by Partnership and Communications Sub-Committee and Digital Experience Sub-Committee	GCC Co-chairs	All constituencies	Co-chairs	2022-October 2023	\$140k
3.1.5 Concept developed for parallel, regional and country-based Adolescent Forum events in October 2023 aligned with Global Forum.	Programme Sub-Committee supported by Digital Experience Sub-Committee	GCC Co-chairs	All constituencies	Co-chairs	2022-October 2023	\$0
Secretariat-led coordination and facilitation						\$784k
Sub-total (net of Programme Support Costs)						\$1148k
WHO Programme Support Costs (13%)						\$149k
Total						\$1297k

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	The Global Forum for Adolescents will emphasize the goal of improving Adolescent Well-Being in all dimensions, including in relation to SRHR, mental health and climate change, while also drawing attention to the health determinants and consequences of adolescent well-being, including in relation to the importance of recognizing WCAH in UHC and in relation to reducing preventable maternal, newborn and child deaths, including stillbirths.
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 **Strategic Advocacy 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 Campaigns & Outreach Output will be measured in 2002 through three key indicators: (i) number of PMNCH events organized, supported and disseminated, including Global Forum for Adolescents (Global Forum for Adolescents conceptualized or implemented); (ii) number of people's "voices" collected and showcased through PMNCH; and (iii) number of PMNCH events organized, supported and disseminated, including Global Forum for Adolescents (# of PMNCH led events, including Global Forum for Adolescent roadmap).

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.

PMNCH Secretariat focal point for this deliverable is Anshu Mohan (mohana@who.int), Team Lead, Global Forum for Adolescents, liaising with Mijail Santos, Team Lead, Digital Communications.



Annex:

Terms of Reference: Organizing Structures for the Global Forum for Adolescents

DRAFT TO BE APPROVED BY SAC & GCC

I. Overview

In October 2023, PMNCH will convene the world's largest-ever gathering for adolescent health and well-being – the Global Forum for Adolescents (GFA). The GFA will be planned and executed by a set of partner-led structures – with members identified for their expertise, networks and previous experience with organizing similar hybrid/digital events.

The structure for the GFA is proposed in Figure 1. The Global Coordination Committee (GCC) is the overall guiding structure, reporting to the PMNCH Strategic Advocacy Committee (SAC). Under the GCC, **three sub committees** will be developed to focus on a unique stream of work – Programmes, Partnerships and Communications, and Digital Experience. Topic-specific working groups will be developed as per need, reporting to relevant sub-committees.

Each sub-committee will be co-chaired by a young person (under 30) belonging to the PMNCH Adolescents and Youth Constituency together with a senior PMNCH member from another constituency. All sub-committees will comprise up to 10 members and will be supported by the PMNCH Secretariat with coordination and facilitation services to promote information flow and linkages across committees and working groups. The GCC will be a maximum of 10 members plus two co-chairs: the PMNCH Under-30 Vice Chair and the PMNCH Board Chair. GCC members will be broadly representative of PMNCH committees and working groups. Attention will be given to balancing gender, regions and constituencies within and across these structures.



Fig 1: Global Forum Organizing Structure & Deliverables

II. Membership

GFA committees and working groups will be populated by PMNCH members across all committees, working groups and constituencies. Each committee and working group will be co-chaired by an AYC member, and AYC members will be especially encouraged to apply for participation in these structures, supported by PMNCH's [AYC Renumeration Guidelines](#).



Members will be recruited through an open and transparent call for interest circulated through PMNCH online and social member channels. Eligible candidates must belong to a PMNCH member-organization, and will represent their home organization in these efforts. More than one individual from the same organization is permitted to express interest in belonging to a GFA committee or working group. However, candidates from the same organization should agree to apply to different working groups/committees, and not the same one, so that opportunities for participation can be widely shared across PMNCH member-organizations.

Each committee will have its own Terms of Reference, and will seek members with as many as possible of the following characteristics:

- Expertise on Adolescent Well-Being and knowledge/participation in the existing PMNCH Adolescent Health and Well-Being work;
- Membership in networks with access to different sectors (outside of health), as relevant to Adolescent Well-Being, ideally with access to high-level speakers (including but not limited to governments, technical experts, etc) and champions;
- Experience of leadership (current or past) in PMNCH governance structures (constituencies, committees, etc.);
- Previous experience with planning or participation in the PMNCH Partners' Forum.

III. Roles and responsibilities of GFA committees and sub-committees

A. Global Coordination Committee

A Global Coordination Committee (GCC) will be established to oversee the planning and execution of the Forum.

The GCC will consist of up to 10 members, as well as two co-chairs. The GCC will be responsible for developing the overall vision and goals of the Forum, in line following broad guidance received to date from the PMNCH Board/Executive Committee, supported by the Strategic Advocacy Committee. The GCC will act as the hands-on decision-making body of the Forum, and will in turn support its sub-committees in achieving the sub-deliverables specified by the PMNCH Workplan's 3.1 Action Plan (Global Forum for Adolescents).

At an overarching level, the GCC will provide strategic guidance and direction for the planning, execution and on-budget delivery of all elements of the Forum – including the curtain raiser in October 2022, the in-person events in New York on the side-lines of the UNGA in September 2023 and the virtual country, regional and global and forums in October 2023. The GCC will also supervise, provide guidance and oversight for all sub-committees (and any working groups reporting to sub-committees), including defining and approving their terms of reference, work plans, deliverables and budget, including the identification and selection of co-chairs. GCC members will promote the GFA and secure high-level champions by leveraging their wide networks and serving as spokespeople. Additionally, the GCC will seek all opportunities for resource mobilization for the Forum.

Time Commitment: 1 day per month (Members) and 1.25 days per month (Co-chairs), from June 2022 to October 2023.



B. Sub-Committees

i. Programme Sub-Committee

The Programme Sub-Committee will be responsible for the development of the overall programme of the Forum in October 2023, as well as aligned virtual events, such as the “curtain-raiser” to announce the GFA and Agenda for Action for Adolescents (October 2022), as well as in-person events to be held in New York in September 2023, on the side of the UN General Assembly and SDG Review process. The sub-committee will work closely with the Digital Experience sub-committee for the development of country/regional events through Digital Advocacy Hubs, as well as lead the programme development of special GFA side events and partner capacity building opportunities, e.g., Innovation Marketplace, Africa Media Summit, Parliamentary Assembly, Product Launches, Ministerial Conclave, High-Level Dialogue, Product Launches, etc.

Sub-Committee members will determine the need and ToRs for topic-specific working groups to be developed to focus on sub-deliverables. For example, it is anticipated that there will be working groups dedicated to particular programme tracks and side events as listed above, including related outreach to identified speakers and high-level champions for key roles.

The Programme Sub-Committee will equip the Partnership and Communications Sub-Committee with evidence and knowledge required for the development and effective promotion of an “Agenda for Action for Adolescents” (sub-deliverables 3.1.1.), to be launched in October 2023 at the curtain-raiser event.

ii. Partnerships and Communications Sub-Committee

The Partnerships and Communications Sub-Committee will be responsible for promoting partner engagement in all GFA committees and working groups, as well as leading on the development of a roadmap and implementation plan to advance the Agenda for Action for Adolescents and the #adolescent2030 campaign. This work is expected to include the planning and execution of champion-led advocacy, PMNCH partner and constituency mobilization, media advocacy, and social media/grassroots outreach to advance this campaign, including through strategic engagement in global and regional political processes (e.g., SDG Review, AU meetings, WHA, G7/G20, etc.).

The Partnerships and Communications Sub-Committee will also take the lead in engaging effectively with other related global meetings highlighted in the PMNCH Adolescent Health and Well-Being Advocacy Roadmap (e.g., Women Deliver 2023), and in designing an effective programme of digital, creative and media arts within the Forum programme to convey key messages to the widest possible audience, contributing to the goal of reaching at least 1 million participants. In this effort, the Partnerships and Communications Sub-Committee will work closely with the Digital Experience Sub-Committee in developing an effective brand and visual identity for the GFA, and in developing key messages to be conveyed through earned and social media.

Sub-Committee members will determine the need and ToRs for any working groups to be developed to focus on specific sub-deliverables. For example, under this sub-committee, there could be working groups dedicated to: *Political Advocacy* (working with governments and engaging in global and regional political processes to influence resolutions and outcome documents reflecting the advocacy asks of the PMNCH Agenda for Action for Adolescents); *Communications* (working closely with the Programme Sub-Committee to develop evidence-based media and social media messaging and grassroots engagement strategies to



mobilize the engagement of young people in the Forum and strengthen the overall movement for adolescent well-being); *Partnerships* (ensuring strong PMNCH member participation in the Forum planning and outreach to partner networks outside the traditional health space for their engagement); and *Sponsorship and Marketing* (including an awards programme to recognize the achievements of outstanding partners and young people, as well as resource mobilization for the Forum itself and Forum promotional activities).

iii. Digital Experience Sub-Committee

The Digital Experience Sub-Committee will be responsible for designing, delivering and measuring an inclusive, country-focused, and meaningful experience for PMNCH members and young people themselves. This will be undertaken through the PMNCH Digital Advocacy Hubs and related digital engagement efforts (e.g., virtual programme events, chatbots to engage young people and community members directly). This will require working closely with the Partnership and Communications Sub-Committee (e.g., *Partnerships* working group in achieving the broadest possible engagement, both inside and outside the current PMNCH membership), and emerging programme ideas and speakers proposed by the Programme Sub-Committee (to shape appropriate digital tools and platforms for engagement).

The Digital Experience Sub-Committee will lead in developing an attractive brand and visual identity for the Forum in line with key messages, and will lead ensure the seamless use and navigation of the digital platform for both global and country/regional events. This will include a suite of options to network, attend events, and access resources, including in low bandwidth settings. The sub-committee will also secure and monitor registrations and handle all logistics for the Forum. The members of the sub-committee will also monitor in-person and virtual event registrations and logistics for the hybrid/New York event in September 2023.

Sub-Committee members will determine the need and ToRs for topic-specific working groups to be developed to focus on sub-deliverables.

IV. Time Commitment

- **Sub-committee Co-Chairs:** Up to 2.5 days per month, from June 2022 to October 2023.
- **Sub-committee members:** Up to 2 days per month, from June 2022 to October 2023.