



Deliverable 3.3 PMNCH participation in selected global and regional events - Action Plan

PMNCH 2022-23 Workplan Deliverable:	3.3 PMNCH participation in selected global and regional events organized by other partners and platforms, amplifying and ensuring collaboration, prioritized by political mapping of key opportunities, such as African Union, G7/G20, World Economic Forum, Inter-Parliamentary Union assemblies, etc.
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.

To better influence policy, financing and service commitments, PMNCH engages in a broad range of country, regional and global events to position its priority advocacy messages in a strategic manner. Supported by earned media and social media efforts, engaging in events organized by various partners is a key mechanism to strengthen PMNCH's advocacy efforts. This can be done either by amplifying, identifying PMNCH spokespeople/speakers to take part in the proceedings, or by act as a sponsor/co-host of these events upon the invitation of the main host organization.

Relevant WCAH events are captured broadly in the PMNCH events hub (www.pmnch.org), and depicted as strategic priorities for engagement through PMNCH "advocacy roadmaps", developed by theme, e.g., MNCH, SRHR and Adolescent Health and Well-Being.

2. Proposed work

PMNCH 2022 sub-deliverable	Task team ¹	Partners	Constituencies	Focal Point	Delivery	Contribution ²
3.3.1 Strategic events identified (e.g., development of content for PMNCH Events Hub and PMNCH Advocacy Roadmaps) to guide PMNCH contributions and define the type of Secretariat's support (e.g., talking points for leadership participation, co-branding, social media and earned media support) -- up to 12 selected events per year (e.g., PMNCH interventions and side-events convened by global, multilateral and regional organisations as well as those on international days and other key moments)	SAC	As per nature of event	All Constituencies	Various		\$50k
Secretariat-led coordination and facilitation						\$346k
Sub-total (net of Programme Support Costs)						\$396k
WHO Programme Support Costs (13%)						\$51k
Total						\$447k

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.

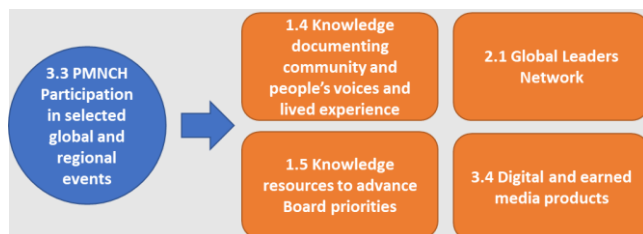


3. Aligning with PMNCH Board's 2022-23 advocacy priorities

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	Up to 12 events per year will be identified and prioritized based on priorities identified in strategic 2022-23 advocacy roadmaps for MNCH, SRHR and Adolescent Health and Well-Being, covering all priority advocacy goals agreed by the PMNCH Board. Particular focus in 2022-23 on developing partnerships and support to benefit the execution of Deliverable 3.1 (Global Forum for Adolescents) in 2023.
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 through four key indicators: (i) number of PMNCH events organized, supported and disseminated, including Global Forum for Adolescents (# of events supported); and (ii) number of PMNCH events organized, supported and disseminated, including Global Forum for Adolescents (# of partner events amplified); (iii) number of partners engaged in advocacy efforts and (iv) # event speakers.

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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