



Deliverable 3.4 Digital and earned media products - Action Plan

PMNCH 2022-23 Workplan Deliverable:	3.4 Digital and earned media products supporting dissemination of knowledge and evidence products, including accountability efforts (1.1 to 1.5) and youth/adolescent focused commentaries, blogs, podcasts, videos, interviews, statements, 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.

This process is supported by effective and reliable media products and relations. Media can increase the reach and visibility of PMNCH evidence-based messages about issue characteristics, feasible policy solutions, benefits of action, and costs of inaction. Media can promote high-level political attention to issues, and drive accountability, providing a platform for community voice, as well as increase visibility of partners' efforts and leadership around WCAH. Therefore, greater investment is required to develop PMNCH's own branded digital/social media products and channels, as well as to strengthen the relationship with independent ("earned") print and broadcast media, including in regional languages.

Global, regional and national policy events and global awareness "days", as well as WCAH knowledge product launches, can be coordinated opportunities for effective media engagement through PMNCH champions and spokespersons.

2. Proposed work

PMNCH 2022 sub-deliverable	Task team ¹	Partners	Constituencies	Focal Point	Delivery	Contribution ²
3.4.1 PMNCH-led or -supported earned media products for dissemination of WCAH evidence-based messaging at global, regional and country levels, including press releases, press events, briefing notes, media events, commentaries, letters to the editor, photo essays, etc.	SAC, PECC, KEWG	PMNCH knowledge product partners, champions and thought leaders	All constituencies	Depends on project	<i>Ongoing</i>	\$527k
3.4.2 PMNCH social media assets for dissemination of WCAH evidence-based messaging at global, regional and country levels, including posts, infographics, videos, podcasts, and digital assets, including innovative ones attractive to youths.	SAC, PECC	Media and communication experts within PMNCH partner-organizations	All constituencies	Depends on project	<i>Ongoing</i>	\$193k
3.4.3 Media capacity building workshops, grants, and trainings to strengthen quality and quantity of reporting on WCAH issues	SAC, PECC	As above	All constituencies	Depends on project	<i>Ongoing</i>	\$0
Secretariat-led coordination and facilitation						\$272k
Sub-total (net of Programme Support Costs)						\$992k
WHO Programme Support Costs (13%)						\$129k
Total						\$1121k

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.

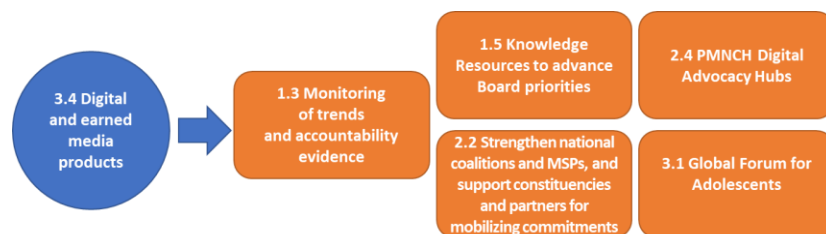


3. Aligning with PMNCH Board's 2022-23 advocacy priorities

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	The goal is to use media organizations/networks, together with social media platforms, as key means to amplify knowledge and evidence and allow reaching policy influencers at speed and scale, including through reporting on PMNCH events and statements.
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 two key indicators: (i) number of people reached through earned and social media, as well as other digital channels; and (ii) number of partners engaged in PMNCH advocacy efforts - other than events - around WCAH (# of partners engaged in knowledge product development, including consultations).

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 Mijail Santos Lujan (msantos@who.int).