Strategic Advocacy Committee
*Presentation to Executive Committee*

**Ann Starks, SAC Co-Chair** presenting on behalf of SAC leadership group (Co-Chair Githinji Gitahi, Vice Chair Sahil Tandon, Secretary Desmond Nji)

EC Meeting, 14 July 2021
Strategic Advocacy Committee: membership

Leadership:
Co-Chair Githinji Gitahi, Group CEO, AMREF Health Africa
Co-Chair Ann Starrs, Director of Family Planning, Bill & Melinda Gates Foundation
Vice Chair <30 Sahil Tandon, Global Council Member, YET4H Transform Health Coalition
Secretary Desmond Nji, Founder DESERVE Cameroon

SAC mandate

To provide guidance to the PMNCH Executive Committee and Board on strategic opportunities and gaps at global, national and country levels to advance political commitment and action, including through global campaigns.

SAC Membership Composition

• 5 of 8 available seats proposed on the basis of technical skills and experience, as per ToRs for the SAC
• Remaining 3 seats: outreach to be conducted in the IPU Secretariat or MP, GFF, Private Sector
• Broader SAC Reference Group will be created

SAC Standard Operating Procedures

• One member or leader of the PECC/K&E WG/Acc WG to be ex-officio SAC members
Strategic Advocacy Committee: key priority areas

Current priority areas

Developing advocacy goals, targets, messages, and activities to be carried forward through complementary strategies. This includes high-level political engagement; community mobilization; constituency engagement; and media outreach.

Leading on the development of advocacy models, practices and tools that enable PMNCH constituencies and partners to harness the power of partnership, achieving more together than alone.

Looking to the future

The SAC will also work with rest of PMNCH to respond opportunistically to the changing global reality of COVID-19 to ensure protection of WCAH.

Identifying opportunities to ensure that PMNCH’s advocacy efforts align with other critical global and country movements and initiatives in support of government-led health systems strengthening, supported by strong multi-stakeholder country platforms.
Knowledge & Evidence Working Group: membership

Chair: Mark Hanson, Director, Institute of Development Sciences, University of Southampton (UK)
Vice Chair: Mike Mbizvo, Director, Population Council Zambia
Vice Chair: Karen Walker, President, Council of International Neonatal Nurses
Secretary <30: Natasha Salifyanji Kaoma, CEO, Copper Rose Zambia

K&E Working Group Mandate

To advise PMNCH and collaborate with partners on priority knowledge and evidence for advocacy that needs to be synthesised, translated and made accessible on WCAH, with a particular focus on high-impact interventions and innovations to drive WCAH outcomes.

K&E WG Membership Composition

• 19 members, selected on the basis of relevant skills and experience
• K&E WG is establishing a broader and open K&E Reference Group, as well as ad hoc expert groups to oversee flagship initiatives

K&E WG Standard Operation Procedures

• Will work closely with the Accountability WG to ensure synergies
• K&E WG will have close relations with PECC for country-level advocacy
Knowledge & Evidence Working Group: “Pathways to supporting PMNCH advocacy”

OVERARCHING GLOBAL CHALLENGES
Inequities worsened by COVID-19, climate change, humanitarian and fragile settings, lack of prioritization and investment

PMNCH FOCUS AREAS
- MNCH
- SRHR
- Adolescent H&WB

K&E WG OUTPUTS
- Economic analysis & investment cases
- Compendia of knowledge & resources linked to COVID & UHC
- Global, regional and country progress & accountability reports
- Knowledge synthesis and policy-relevant tools

Evidence-based advocacy and engagement through PMNCH’s partners and multi-stakeholder collaborations -> SAC & PECC

SUSTAINABLE OUTCOMES
- Increased awareness and motivation
- Better policies and legislation for WCAH
- More and better financing for WCAH
- Increased and more equitable coverage and uptake of high quality services
**Accountability Working Group: membership**

Co-Chair Jennifer Requejo, Senior Advisor, UNICEF  
Co-Chair Pauline Irungu, Advocacy and Policy Country Lead  
Vice Chair Jon Klein, Member of Executive Committee International Pediatrics Association  
Vice Chair <30 Sophie Arseneault, Board Director, International Planned Parenthood Federation

**Accountability Working Group Mandate**

To strengthen and harmonize collaborative accountability efforts, including progress reporting of WCAH as well as CtA commitments, cutting across WCAH in order to support and strengthen PMNCH’s workstreams and advocacy function for more effective, aligned and concrete actions for WCAH through SRMNCH multisectoral action and platforms.

**Accountability Working Group Composition**

- 15 nominations, selected on the basis of relevant skills and experience  
- Will not have a larger Reference Group; experts will be invited to join on certain projects as needed, based on expertise

**Accountability Working Group Standard Operating Procedures**

- Will work closely with the K&E WG to ensure synergies  
- Acc WG will have close relations with PECC to promote robust national multi-stakeholder platforms based on the meaningful inclusion of all constituencies.
Core function in the Strategy: ADVOCACY

- Better **financing** for WCAH
- Better **policies** for WCAH
- Better WCAH **service delivery**

**Advocacy**

- Campaigns and Outreach: Coordinating champions, communities, constituencies, media to reach common goals
- Partner Engagement & Governance: Building capacity of partners and constituencies for better coordinated action
- Knowledge Synthesis: Synthesizing and amplifying knowledge & evidence for action and accountability

Digital Communications
PMNCH 2021-2025 Strategy: Orchestrating joint impact

**Campaigns:** Taking forward advocacy asks through high level champions, grassroots outreach, media and constituencies

**Knowledge and evidence:** Robust, up to date data and evidence guides advocacy targets and tactics

**Partner engagement:** Country level mobilization and accountability through stronger MSPs

**Digital communications:** Amplifying messages through social media and online media

**Knowledge synthesis**

**Strategic Advocacy leading to Action and Results**

PMNCH advocacy outputs contribute to high-level outcomes, improving SDG progress
Thank you!