

30 November 2020

## ***Executive Memo***

### *Overview, objectives and questions for reflection PMNCH Board Meeting, 14 December 2020 (12:00-15:00 CET) and 15 December 2020 (12:45 – 15:00)*

This Executive Memo provides an overview of the issues to be discussed at PMNCH's Board Meeting, to be held by virtually on 14 December 2020 (12:00-15:00 CET) and 15 December 2020 (12:45 – 15:00) and provides guidance on any decisions that may need to be made.

The Board meeting will be focused on the following objectives:

- Review and approve the Executive Director's report to the Board, including 2020 Workplan progress report, reflection on 2021 work-planning process, and resource mobilization efforts.
- Understanding the need to protect progress made to date on women's, children's and adolescents' health particularly in the context of our response to the COVID-19 pandemic and especially for the most vulnerable populations.
- Identify how GAP, GFF, WB, Gavi and other stakeholders can work with PMNCH to promote multi-sectoral action to protect progress made to date and drive additional financing to ensure greater equity in the context of the 'fall-out' from the COVID-19 response.
- Approve the PMNCH 24-month Call to Action campaign plan, including contributions from PMNCH Country Engagement, Knowledge and Evidence, and Accountability Working Groups.
- Discuss and approve the GNC proposal for governance reform: "Harnessing the power of partnership in a digital era: Reimagining governance, partner engagement, and operations to deliver on the 2021 – 2025 PMNCH Strategy".
- Introduce the emerging PMNCH Digital Platform, including the updated PMNCH branding as recommended by the EC, for comments and refinements by the Board.

This Executive Memo is issued in conjunction with the draft Board Agenda to assist Board participants by: (i) describing and contextualizing the issue to be discussed; and (ii) highlighting opportunities for decision points.

## 14 December 2020: 26<sup>th</sup> PMNCH Board Meeting

### 1. Agenda Item 1: Opening remarks of the 26th PMNCH Board Meeting

Rt. Hon. Helen Clark, PMNCH Board Chair, will open the meeting, followed by short opening remarks from Dr Rajesh Bhushan, PMNCH vice-Chair, Secretary, Ministry of Health and Family Welfare, Government of India and Darren Welch, PMNCH vice-Chair, Director, Foreign, Commonwealth and Development Office (FCDO), Government of the United Kingdom.

### 2. Agenda Item 2: Declaration of Conflict of Interest, Adoption of the Agenda and Note for the Record from previous Board meeting (30 June 2020)

#### 2.1 Board members declaring any conflicts of interest

This administrative aspect of the meeting will see the Board members declare any possible conflict of interest.

#### 2.2 Approval of draft Agenda

Members are requested to review and approve the attached draft Agenda for the meeting.

#### 2.3 Approval of Board Note for the Record from meeting on 30 June 2020

Members are asked to review and approve the Note for the Record (NfR) from the most recent Board meeting on 30 June 2020. The decisions from that meeting, chaired by Rt Hon Helen Clark, were shared with the Board at the meeting itself and then also the next day on 01 July 2020. The full NfR was shared on 15 July 2020. No requests for updates or changes have been received since then from Board members.

All actions recorded in the NfR have been delivered, as set out in the monitoring of actions document.

#### Document(s) for the meeting

- PMNCH-B26-2020; 2a, Agenda, 14 and 15 December 2020
- PMNCH-B26-2020; 2b, Executive Memo, 14 and 15 December 2020
- PMNCH-B26-2020; 2c, Board NfR 25th PMNCH Virtual Board Meeting, 30 June 2020
- PMNCH-B26-2020; 2d, Monitoring of decisions from 25th PMNCH Virtual Board Meeting, 30 June 2020

### Decision(s)

- Approve the 14 and 15 December 2020 Agenda
- Approve NfR from 25th PMNCH Virtual Board Meeting, 30 June 2020
- Note and approve the Monitoring of decisions from the 25<sup>th</sup> PMNCH virtual Board meeting 30 June 2020

### **3. Agenda Item 3 – ITEM 3 – Report from the Executive Director**

This past year has been of crucial importance for the development of PMNCH, which marked its 15-year anniversary in September 2020. It was the final year of our [2018 to 2020 Business Plan](#) and [2016 to 2020 Strategic Plan](#). It was also the year in which PMNCH developed and launched its next [2021 to 2025 Strategy](#). It was also a year that saw the Partnership pivot in a nimble fashion to focus and respond to the challenges of COVID-19, and deepening inequities for women, children and adolescents.

This meeting will see PMNCH Executive Director update the Board on three issues, as follows:

- **PMNCH's workstreams and achievements in 2020.** The PMNCH Executive Director will present an overview of main workstreams and achievements in 2020 (for further information see also the [2020 Traffic Light](#) document), including the current status of the [PMNCH Digital Action Plan](#). The presentation will be accompanied by a short video.
- **Work planning for 2021.** A high-level framework for planning and monitoring work into 2021 will be presented. It builds on and brings together the information in the Results Framework contained in the Strategy document and the 24-month Call to Action campaign plan, presented here as a focusing framework for PMNCH's advocacy efforts.
- **Resource mobilization efforts.** With the new 2021 to 2025 Strategy approved by the Board and launched in September 2020 at the [PMNCH Accountability Breakfast](#), PMNCH has embarked on implementing its resource mobilization plan. Our ambition is to secure the required funding needed to deliver the Strategy. Work is underway with many donor organizations, and we will be seeking input and support from the EC in securing the needed funding.

Finally, the Board is requested to take note of the recent and positive review of PMNCH as a hosted partnership of WHO, submitted to the WHO Executive Board in November 2020 by Director-General Dr Tedros: [Review of hosted partnerships: Review of the Partnership for Maternal, Newborn and Child Health](#). The WHO review takes stock of PMNCH achievements in the 2015 to 2020 period, including: (i) raising the participation of adolescents and young people; (ii) convening and synthesizing multi-stakeholder contributions; and (iii) improving strength and efficiencies in accountability. It also notes PMNCH compliance with WHO's Financial Rules and Financial Regulations.

The report concludes that, from the WHO perspective, PMNCH is an effective platform for disseminating and promulgating WHO's products and programmes. WHO benefits from its hosting arrangement with

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PMNCH to realize commitments related to primary health care and Universal Health Coverage, including through the Global Action Plan (GAP) for “Healthy Lives and Well-being for All”.

The WHO review of PMNCH was met with supportive comments from a wide range of member-states, including Burkina Faso expressing support, on behalf of the African bloc of 47 nations, for the work of PMNCH, Oman noting that PMNCH has brought countries together in support of women in fragile settings, and Madagascar, from the African Region perspective, highlighting PMNCH's support to partnership development around the world and its assistance to adolescent health and advocacy for primary health care.

#### **Document(s)**

- PMNCH- B26-2020; 3, Summary of 2018 to 2020 Progress

#### **Decision(s)**

- Approve 2020 progress.
- Approve 2021 workplan framework.

### **4. ITEM 4 – Protecting the Progress for Women, Children and Adolescents Health**

- 4.1 ITEM 4.a - Securing more and better financing to ensure greater equity in protecting progress to date for women, children and adolescents in the context of the response to the COVID-19 pandemic
- 4.2 ITEM 4.b - Contribution of the Global Action Plan (GAP) Accelerator and Global Financing Facility Strategy Refresh towards protecting progress and financing for greater equity, in collaboration with PMNCH

Recent evidence shows that the health and well-being of some populations, including women, children and adolescents, are being more affected than others by the socioeconomic consequences of COVID-19 for multiple and often intersecting factors.

Earlier gains in sexual, reproductive, maternal, newborn, child and adolescent health (SRMNCAH) were already frail, and COVID-19 is not only exacerbating these pre-existing inequities, but it is also creating new ones. Considering the deepening inequities, there is an urgent need to stimulate, coordinate and deliver financing strategies that are equity enhancing and targeting the most vulnerable, who have borne the greatest burden on this crisis. This is also in line with *PMNCH's High-Level Outcome B FINANCING: more and better financing for WCAH* in its [2021 – 2025 Strategy](#).

PMNCH's unique partnership platform is enabling this process through its advocacy function, aligning partners' objectives, strategies and resources with the SDGs' principle of leaving no one behind and the global effort to achieve UHC for all. As part of its Strategy, PMNCH is working to ensure more and better financing for SRMNCAH, as part of the UHC agenda, with an aim to ensure:

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- financial protection schemes for women, children and adolescents;
- increased domestic financing and development assistance;
- increased aligned private investment; and
- better use of existing resources for women, children and adolescents through reduction of waste and corruption.

A paper has been developed (Item 4a), under the leadership of the PMNCH Strategy Committee, with inputs from Gavi, the Vaccine Alliance, The World Bank Group and the Global Financing Facility (GFF), providing background information to this Agenda Item. In addition, and as (Item 4b), the Board will hear from the GFF on the contribution of the Global Action Plan (GAP) Accelerator and Global Financing Facility Strategy Refresh towards protecting progress and financing for greater equity, in collaboration with PMNCH.

#### **Document(s)**

- PMNCH-B26-2020; 4.a, Protecting the Progress: More and better financing for greater equity for women, children and adolescents

#### **Decision(s)**

To review the paper for information and discuss the questions included at the end of the paper to agree on PMNCH's strategic approach to advocating for more and better financing for health, taking forward the goals of our 2021-2025 Strategy on better policy, financing and service delivery to achieve improved equity for WCA everywhere.

#### **4.3 ITEM 4.c - COVID-19 Call to Action campaign plan – mobilizing commitments for more and better financing for WCAH that target the most vulnerable populations within the context of COVID-19 response**

In July 2020, PMNCH Board Chair, Rt Hon Helen Clark, launched a [Call to Action on COVID-19](#) on behalf of all of PMNCH's more than 1,000 members. Since then, a 24-month campaign (2021-2022) has been developed to take forward the COVID-19 Call to Action, mobilizing and aligning partners behind the seven main asks.

The campaign builds upon the decision of the November 2019 PMNCH Board meeting to develop an umbrella advocacy campaign. It is guided by the [PMNCH 2021-2025 Strategy](#) in proposing an operational plan to mobilize all members and constituency groups to protect the progress for women, children and adolescent health during COVID-19 and beyond.

The campaign plan, developed by the PMNCH Advocacy Working Group, proposes four main strategies and related activities to realize the seven asks in the Call to Action on COVID-19: (i) high-level political

engagement; (ii) community mobilization; (iii) constituency mobilization; and (iv) media mobilization.

The ambition is for this campaign to unite, amplify and build on the advocacy work of individual PMNCH member-organizations. The success of this plan will depend on effective collaboration of partner-led working groups, enabled by digital tools/approaches. This plan will in turn be monitored through SMART indicators aligned with the wider results framework of the 2021-2025 PMNCH Strategy. Planning, monitoring and evaluation of this campaign will be undertaken with the guidance of the PMNCH Strategy Committee, PMNCH Country Engagement Working Group, the PMNCH Knowledge and Evidence Working Group, and the PMNCH Accountability Working Group.

The Board is requested to review, comment, and, if in agreement, approve the proposed campaign plan.

#### **Document(s)**

PMNCH-B26-2020; 4.c. PMNCH Call to Action 24-month campaign plan.

#### **Decision(s)**

Approve the Call to Action 24-month campaign plan.

#### **4.4 Parallel sessions: Constituency discussion on moving from commitments to action: mobilizing for more and better financing around the COVID Call to Action**

Those attending the Board meeting will be invited to split out into three groups to discuss opportunities and approaches for members across constituencies to mobilize for effective financing and commitments for WCAH / COVID Call to Action.

There will be opportunities to define priorities and areas for potential cross-constituency contribution to commitment mobilization and implementation of the Call to Action Campaign Plan.

#### **14:45 – 15:00 ITEM 4.e - Report back to plenary and conclusions**

Groups will self-select rapporteurs, who will feed back to the Board outcomes of these discussions.

## 15 December 2020: 26<sup>th</sup> PMNCH Virtual Board Meeting

**12:00 to 12:45 CET: CLOSED SESSION – Board Members only; all other Participants requested to join the meeting at 12:45**

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### 5. ITEM 5 – Harnessing the power of partnership in a digital era: Reimagining governance, partner engagement, and operations to deliver on the 2021 – 2025 PMNCH Strategy

The findings of [PMNCH's independent External Evaluation \(January 2020\)](#) recommended a process of governance reform to increase the efficiency and efficacy of our systems. In addition, the Evaluation recommended that the governance and Secretariat structures should be fully aligned with the priorities emerging from the [PMNCH 2021-2025 Strategy](#). Consequently, PMNCH's Governance & Nominations Committee (GNC) has since March 2020 overseen a robust process of research and analysis on governance reform, led by the GNC's Vice Chair, Dorothy Shaw. This work led to the delineation of several different options for revamping the PMNCH governance structures, presented to the EC in June 2020.

In parallel to this work, the GNC has reflected on ideas and opportunities for improving partner engagement to deliver our new 2021-2025 Strategy, especially through new digital engagement approaches as well as re-structuring the Secretariat. The culmination of this work is presented in "*Harnessing the Power of Partnership in a Digital Era: Reimagining governance, partner engagement, and operations to deliver on the 2021 – 2025 PMNCH Strategy*" document, which reimagines the governance, partner engagement, and operations required to deliver on the Strategy in a truly partner-centric fashion.

Flavia Bustreo, Chair of the GNC, will present the EC with key recommendations relating to governance, partner engagement, digital action plan and the secretariat re-structuring, based on extensive constituency and working group consultations in October and November 2020.

The Board is requested to review and, if in agreement, approve the recommendations that are presented in this paper.

#### **Document(s)**

PMNCH-B26-2020; 5, Harnessing the power of partnership in a digital era

#### **Decision(s)**

Approval of the recommendations proposed in the paper.



## 6. ITEM 6 – Digital Action Plan and Updated PMNCH Branding

Steered by our independent External Evaluation (Jan 2020), the PMNCH Secretariat has undertaken extensive efforts throughout this year to develop a digital platform with a revitalized brand identity. This platform includes a revitalized website, including a member-only zone with partner-led content, tools/resources, event calendars, and communities of practice based on PMNCH structures, themes, and projects (see also the current status of the [PMNCH Digital Action Plan](#)). The interim results of these efforts are presented to the Board for comment and refinement.

This effort is based on the guidance of the PMNCH 2021-2025 Strategy, as well as dedicated feedback from the recent governance reform and partner engagement consultations on how to improve our partner-centric approach, using digital approaches to power our advocacy efforts to achieve more together than we can alone (*Item 5: Harnessing the power of partnership in a digital era*).

Research and consultation on the PMNCH brand identity have moved forward in lockstep with our digital development – the first comprehensive rebranding effort in our 15-year history. The brand proposal, refined through feedback by the Executive Committee in November, will be presented to the Board by Anthony Lopez, head of Lopez Design, an award-winning studio based in New Delhi. Lopez has had 15-year partnership with PMNCH, accompanying our evolution and development through iterative branding work, including the colourful “Pipli” folk art design of the 2018 Partners’ Forum, as well as previous Partner Forum identities (Johannesburg, 2014; New Delhi 2010; Dar es Salaam 2007). More recently, Lopez directed the visual identity of the “Lives in the Balance” e-Summit on COVID-19, recalling its work on the original “Lives in the Balance” conference of April 2005, marking the merger and creation of PMNCH itself.

This presentation will include three integrated elements: (1) a short video overview of the aims and proposed features of the new digital platform; (2) a presentation on the new brand proposal; and (3) a live “tour” of the new website and Partner Zone, including the proposed 2021 timeline for further development and mechanisms for partner testing and feedback.

The Board is asked for its response and guidance on the further development of this digital platform and brand identity.

### Document(s)

n/a

### Decision(s)

Reflect and advise on PMNCH digital platform and branding proposal.

## 7. Any other business

There are three main points under this agenda item:



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- Presentation of outcomes from the Lives in the Balance eSummit (Lisa Hilmi, CORE Group), and look ahead to upcoming PMNCH e-Summits and events
- Dates for next Board meetings/e-Summits
- Closing remarks by Rt. Hon. Helen Clark, PMNCH Board Chair