

PMNCH Call to Action Campaign Plan 2021-2022

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Seven-point agenda for action

Protecting the health and rights of WCA through strengthened political commitment, policies and domestic resource mobilization and financing, supported by ODA, for:

PMNCH CALL TO ACTION ON COVID-19

We call on governments to:

1. Strengthen efforts to advance sexual and reproductive health and rights and gender equality.



PMNCH CALL TO ACTION ON COVID-19

We call on governments to:

2. Protect investments in sexual, reproductive, maternal, newborn, child and adolescent health services.



PMNCH CALL TO ACTION ON COVID-19

We call on governments to:

3. Ensure quality, respectful and dignified care.



PMNCH CALL TO ACTION ON COVID-19

We call on governments to:

4. Provide better support and protection for the health workforce, notably nurses and midwives.



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We call on governments to:

5. Guarantee social protection nets for all.



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We call on governments to:

6. Deliver functional, safe and clean water and sanitation facilities.



PMNCH CALL TO ACTION ON COVID-19

We call on governments to:

7. Scale-up prevention of violence against women, children and adolescents, which has spiked during the pandemic.



Strategies

Four strategies to be integrated and mutually reinforcing:

- 1. High level political engagement** to mobilize and engage high-level leaders, politicians and decision-makers (grasstops) to strengthen political commitment, policies, financing and service delivery
Example: *Targeted outreach to at least 25 member-states to support a UN resolution on youth and adolescent well-being in 2021.*
- 2. Community mobilization** to engage the public (grassroots) to strategically advance the Call to Action
Example: *Twice yearly virtual “citizen hearings” in India, Kenya, Nigeria, Mexico and Francophone Africa country during 2021 and 2022 to create demand for action.*
- 3. Constituency mobilization** to mobilize over 1,000 PMNCH members within 10 constituencies to work together in a strategic and coordinated way for greatest impact
Example: *Support PMNCH constituencies in developing commitments related to their own areas*
- 4. Media mobilization** to strengthen national, regional and global media capacity to inform and advocate effectively, focusing on the 7 asks of the PMNCH Call to Action
Example: *National media e-summits with the media and partners, to build mutual knowledge, capacity*

Commitments to Action: USD20.6b pledged on 11 Dec

The following countries/donors presented commitments at *Lives in the Balance: Improving the health of women, children and adolescents through Universal Health Coverage*

- India
- Nigeria
- Afghanistan
- Liberia
- Kenya
- UK
- Germany
- Canada
- Sweden
- USA
- BMGF



Countries protect the progress for WCA through our 7 asks



- **Afghanistan** – \$176.6 million during 2020-2023 to combat the challenges of COVID-19 and to improve the health and well-being of women, children and adolescents;
- **India** – \$2 billion during 2020-2021 to strengthen all levels of care in response to the pandemic and to ensure essential public health functions with an enhanced focus on women, children and adolescents and the most vulnerable;
- **Kenya** – \$2.2 billion during 2021-2022 for the provision of universal health coverage to guarantee quality and affordable healthcare, with additional funding committed under the post COVID-19 Economic Recovery Strategy for inequality, social cohesion and social protection;
- **Liberia** – \$10.65 million in 2021 to improve the health and well-being of women, children and adolescents, by supporting and building the capacity of health services providers, providing safe and accessible drinking water, sanitation and hygiene as part of the COVID-19 incidence management system, and guaranteeing availability of critical life-saving equipment and medicines to ensure access to quality health care to women, children and adolescents;
- **Nigeria** – \$2.3 billion during 2020-2028 for strategic interventions that protect the reproductive, maternal, newborn, child, adolescent and elderly health and nutrition through access to family planning services; immunization; and nutrition programmes.

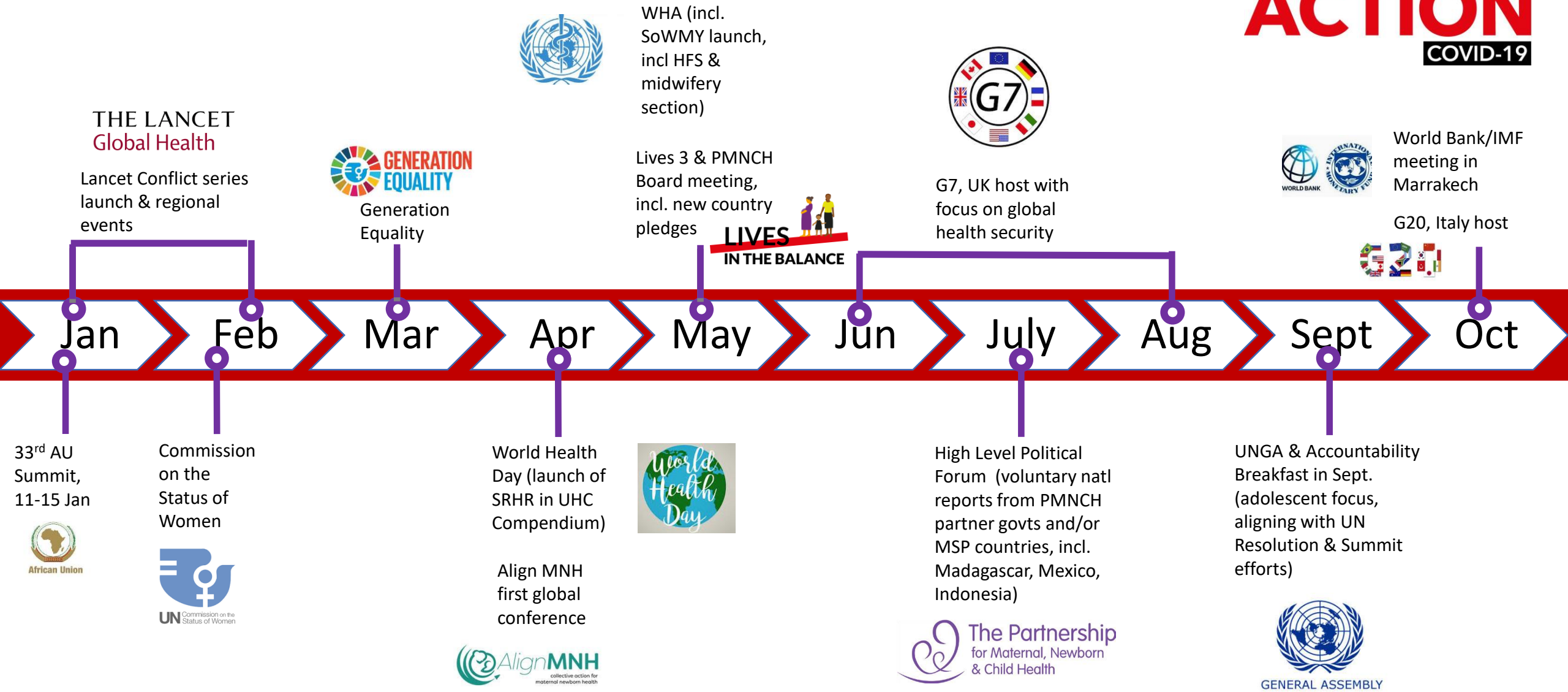
Donors protect the progress through our 7 asks



- **Canada:** \$2.89 billion during 2019-2024 as global COVID-19 response, placing gender equality and empowerment of women and girls at the centre of this response;
- **Germany** – \$5.3 billion bi- and multilateral contributions during 2020-2022, including \$120 million to ensure globally fair, equitable and transparent access to COVID-19 vaccines; and \$210 million to protect the health and rights of women, children and adolescents;
- **Sida (Sweden)** – \$ 165.67 million additional funds to the COVID-19 crisis and allowing for flexibility in existing funding in 2020-21, \$ 53 million dedicated for protecting Sexual and Reproductive Health and Rights services and promoting gender-responsiveness in the COVID-19 crisis;
- **United Kingdom** – Up to £1.3 billion (\$1.7 billion) of new funding to tackle the health, humanitarian, and socio-economic impacts of COVID-19; including up to £500 million (\$665 million) for COVAX, in support of equitable access to COVID-19 vaccines during 2020-2021;
- **United States of America** – \$1.3 billion for the global fight against COVID-19 to improve public health education; protect healthcare facilities; and increase lab, surveillance, and rapid-response capacities in more than 100 countries in 2020;
- **Bill & Melinda Gates Foundation** – \$1.75 billion during 2020-2021 to support the global COVID-19 response efforts to accelerate the search for effective coronavirus vaccines and treatments

2021 Opportunities for Action

PMNCH CALL TO ACTION COVID-19



PMNCH response to COVID-19: Evidence and *Accountability*



Quarter
1

Lancet Series on RMNCAH+N in Conflict Settings

Support for country-led accountability mechanisms

Quarter
2

State of the World Midwifery 2021: UNFPA, WHO and ICM

Papers on midwifery in HFS

Support for citizen hearings (Q1 & Q2)

Quarter
3

Global Investment Framework for Preparedness and Response and WCAH: PMNCH, GFF, WB, WHO

Streamlined progress reporting on the Global Strategy

Quarter
4

BMJ Adolescent Health and Wellbeing Series: PMNCH, WHO, UNICEF

Accountability digital resource compendium

PMNCH COVID-19 Call to Action and 24 Month Advocacy Campaign Plan

Questions for Discussion

- **Breadth vs depth:** Many target countries = less focus; fewer target countries = more focus. Is 15 the right number of target countries + what are the trade-offs?
- **Constituency mobilization:** Ideas and approaches for effective leveraging of PMNCH constituency power?
- **Aligning action with country structures:** How do we harness the power of the GFF and UN Resident Coordinators at country level for campaign gains?
- **Youth leadership and voice:** Ideas and options for supporting meaningful youth-led action in this campaign?