Item 9: Understanding partner priorities and needs

Advocacy Needs Assessment at Country Level
Emerging Findings

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2 February 2022
Outline

• Research methods and timeline
• *Online survey*: Constituency/regional representation
• *Key Informant Interviews*: Regional focus
• *Results*:  (1) Priorities, (2) Challenges/Barriers, (3) Solutions/Enablers
• *Results*:  Digital knowledge products
• Applying findings to the PMNCH 2022-23 workplan
Research methods and timeline

**Nov - Dec 2021**

**Online Survey** (targeting the 10 PMNCH Constituencies): 33 replies

**Dec 2021**

**Content analysis** of findings from constituency meetings, working groups and committees

**Dec 2021 - Jan 2022**

**Key informant semi-structured interviews.** 18 respondents, 6 countries, across constituencies

**Jan 2022**

Interviews analyzed through a framework approach, based on the Results Framework of the PMNCH 2021-2025 Strategy + emerging themes

**Jan 2022**

Integration of data from all 3 methods to formulate the key findings on advocacy needs at country level
Online survey: Constituency/regional representation

Constituency distribution of survey responses (N=33)

Regional distribution of survey responses (N=33)
Key informant interviews: Regional focus

Constituency distribution of interviewees (N=19)

- NGO (4)
- HCPA (2)
- PS (4)
- AY (4)
- D&F (0)
- IGO (0)
- ART (1)
- UNA (1)
- GFM (0)
- PG (3)

Regional distribution of interviewees (N=19)

- AFRO (13)
- AMRO (2)
- EURO (0)
- SEARO (4)
- WPRO (0)

- Kenya
- Nigeria
- Costa Rica
- India
- Cameroon
- Namibia

NCG (4)
PS (4)
AYC (4)
PG (3)
ART (1)
UN (1)
HCPA (2)
Results (combined, all methods): Key thematic priorities

Q1a - What are your key thematic advocacy priorities, by goal?

- **Adolescent Health and Well-being**: 42
- **Maternal, Newborn and Child Health, including Stilbirths**: 41
- **Sexual and Reproductive Health and Rights**: 35
Results

Q1b: What are your advocacy priorities, within key goal areas?

Maternal, Newborn and Child Health (MNCH)

Sexual and Reproductive Health and Rights (SRHR)

Adolescent Health and Well-being
### Results

**Q1c: What are your advocacy priorities, re: health systems and social determinants?**

<table>
<thead>
<tr>
<th>Priority</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Respectful + Quality care</td>
<td>39</td>
</tr>
<tr>
<td>PHC, UHC and benefits packages inc interlinkages</td>
<td>39</td>
</tr>
<tr>
<td>Equity + focus on vulnerable and marginalized groups</td>
<td>34</td>
</tr>
<tr>
<td>Health workforce</td>
<td>31</td>
</tr>
<tr>
<td>Mental Health</td>
<td>26</td>
</tr>
<tr>
<td>Health literacy + Self care</td>
<td>21</td>
</tr>
<tr>
<td>Health system resilience + preparedness + recovery plans</td>
<td>19</td>
</tr>
<tr>
<td>Data surveillance status</td>
<td>19</td>
</tr>
<tr>
<td>Planetary health including climate change</td>
<td>12</td>
</tr>
<tr>
<td>Social protection incl. poverty</td>
<td>7</td>
</tr>
<tr>
<td>Sustainable Financing for health</td>
<td>6</td>
</tr>
<tr>
<td>Nutrition</td>
<td>5</td>
</tr>
<tr>
<td>Education</td>
<td>3</td>
</tr>
<tr>
<td>Life course approach to health</td>
<td>4</td>
</tr>
<tr>
<td>Disability</td>
<td>2</td>
</tr>
<tr>
<td>WASH</td>
<td>2</td>
</tr>
</tbody>
</table>
Results

Q1d: What are your priorities related to COVID-19?

- Maintain all essential services for SRMNCAH during COVID-19
- Reduce vaccine hesitancy
- Improve vaccine Equity
- Disprove COVID-19 myths
- Prevent COVID-19
- Reduce diversion of resources from WCA to COVID-19
### Results

**Q2a: Major challenges/barriers to effective advocacy?**

#### Knowledge gaps
- Lack of Economic analyses for prioritization of WCAH: 85
- Weak uptake of quality evidence by policymakers and decision-makers: 50
- Lack of quality evidence (high quality, timely, up to date data and evidence): 14
- Lack of implementation guidance of policies at national, regional and subnational level: 7
- Lack of knowledge from community voices/lived experience: 3

#### Insufficient partner engagement and capacity
- Lack of community voices in high level discussion (on the ground workers/implementers/community and local voices): 34
- Lack of meaningful, inclusive and financially sustainable multi-stakeholder partnerships: 6
- Lack of mentoring and training: 5

#### Challenges for Campaigns and Outreach
- Lack of know how, competing priorities and funds to run campaigns: 4
- Lack of presence of participants from LMIC at high level events: 2
- Lack of impact assessment for campaigns: 2
**Results**

**Q2a (cont.): Major challenges/barriers to effective advocacy?**

<table>
<thead>
<tr>
<th>Weak enabling environment</th>
<th>Digital Challenges</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poor financing for advocacy</td>
<td>Digital Divide</td>
</tr>
<tr>
<td>Lack of enabling legal frameworks</td>
<td>3</td>
</tr>
<tr>
<td>Competition with other similar organizations/stakeholders</td>
<td>Missing face to face</td>
</tr>
<tr>
<td>Political agendas/religious beliefs influencing policy topic</td>
<td>Concerns with privacy and data sharing</td>
</tr>
<tr>
<td>Lack of governments prioritizing issues within WCAH</td>
<td>Government ban on social media</td>
</tr>
<tr>
<td>Lack of staff for advocacy</td>
<td>Contribution to burnout</td>
</tr>
</tbody>
</table>

- **8**Poor financing for advocacy
- **3**Lack of enabling legal frameworks
- **2**Competition with other similar organizations/stakeholders
- **2**Political agendas/religious beliefs influencing policy topic
- **2**Lack of governments prioritizing issues within WCAH
- **1**Lack of staff for advocacy
- **3**Digital Divide
- **2**Missing face to face
- **1**Concerns with privacy and data sharing
- **1**Government ban on social media
- **1**Contribution to burnout
Results

Q3a: Solutions and enablers to effective advocacy?

Knowledge Synthesis
- Knowledge format, packaging and platforms: 4
- Quality, contextualized data disaggregated by geography, population and services: 15
- Robust synthesis of existing evidence on WCAH issues: 2
- Co-production of products (across stakeholders and sectors): 2

Partner Engagement
- Multi-stakeholder partnerships: 34
- Working across Sectors: 32
- Capacitating Youth: 12
- Bottom up approach to PE (Community and local engagement): 11
- Enabling environment to facilitate dialogue (e.g., digitally, safe space): 5
- Small grants: 3

Campaigns and Outreach
- Engaging communities (in design and implementation): 7
- Sharing knowledge (of existing tools or partner created resources digitally and at events): 6
- High Level Champions: 4
- Amplify messages at strategic events/moments: 1
- Hosting high level meetings in LMIC settings: 1
**Results**

*Q3a (cont.): Solutions and enablers to effective advocacy?*

<table>
<thead>
<tr>
<th>Strengthen enabling environments</th>
<th>Digital solutions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supporting innovative financing models</td>
<td>Using of digital approaches for advocacy</td>
</tr>
<tr>
<td>Supporting innovative financing models</td>
<td>Improving national, regional and global</td>
</tr>
<tr>
<td>Incentivizing governments to prioritise issues in WCAH</td>
<td>linkages</td>
</tr>
<tr>
<td>Investing in private-public partnerships</td>
<td>Mobilizing unheard voices</td>
</tr>
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<td></td>
</tr>
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<td></td>
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<td>Investing in private-public partnerships</td>
<td></td>
</tr>
</tbody>
</table>
Results

Q3b: Which Digital Knowledge Products are most needed?

Digital Knowledge Products

<table>
<thead>
<tr>
<th>Product</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social media, including Tweets</td>
<td>41</td>
</tr>
<tr>
<td>Infographics</td>
<td>37</td>
</tr>
<tr>
<td>Videos</td>
<td>37</td>
</tr>
<tr>
<td>Policy briefs</td>
<td>35</td>
</tr>
<tr>
<td>Peer-reviewed articles</td>
<td>35</td>
</tr>
<tr>
<td>Toolkits</td>
<td>34</td>
</tr>
<tr>
<td>Reports</td>
<td>34</td>
</tr>
<tr>
<td>Technical Guidelines</td>
<td>32</td>
</tr>
<tr>
<td>Op-ed/Comments/Blogs</td>
<td>32</td>
</tr>
<tr>
<td>News/Media advisories</td>
<td>31</td>
</tr>
<tr>
<td>FAQ</td>
<td>30</td>
</tr>
<tr>
<td>Podcast</td>
<td>29</td>
</tr>
</tbody>
</table>
What respondents said about their advocacy needs

• **Advocacy works when connections are built, (but) it takes a lot of time and investment**
  AY Constituency Member

• **Lack of urgency by African leaders is a barrier to effective advocacy**
  NGO Constituency Member

• **We have limited data in terms of sexual and gender-based violence, including the impact of the pandemic**
  NGO Constituency Member

• **The sexual and reproductive health and rights of socially excluded and marginalized persons, including adolescents, must be prioritized**
  NGO Constituency Member

• **We know the high-impact interventions that work! Let us collaborate to scale up those interventions, rather than commit resources to more pilots**
  Private Sector Constituency Member

• **There can be nothing about adolescents without adolescents**
  Private Sector Constituency Member
Applying findings to the PMNCH 2022-23 workplan: Emerging ideas

Knowledge Synthesis

**Opportunity:** Develop contextualized and user-friendly knowledge synthesis to drive WCAH financing, policy & action

**Responding to:** lack of access to quality evidence, including economic analyses

**E.g. Workplan deliverables:**

1.1. Economic analyses setting out the case for increased and better (more equitable) investments in/financing and cost of inaction for WCAH;  
1.2. Resources to embed WCAH in UHC/PHC plans

Partner Engagement

**Opportunity:** Strengthen locally grounded multi-stakeholder partnerships across sectors

**Responding to:** lack of capacity for partnership building, media relations and campaigns

**E.g. Workplan deliverables:**

2.2. Strengthening partner coalitions;
2.3. Constituency and partner capacity building

Campaigns and Outreach

**Opportunity:** Co-produce WCAH campaigns with communities

**Responding to:** lack of community voices in high level discussions, lack of dissemination of community experience

**E.g. Workplan deliverables**

1.5. Knowledge documenting lived experience
2.4. Digital Advocacy Hubs
3.2. PMNCH-led global events (e.g., Accountability Breakfast)