



08 August 2024

PMNCH 2024-25 Workplan and Budget

Updated August 2024

1. Introduction

This document sets out the PMNCH 2024-25 Workplan and Budget. The workplan was originally developed and approved by the PMNCH Executive Committee in March 2024, as a one-year 2024 workplan, following extensive consultation with PMNCH committees, working groups and constituencies.¹ It has since been updated in July 2024 into a 2024-25 workplan, reflecting recommendations and guidance from the PMNCH Board, emerging from its meeting in Geneva, on 4th and 5th of July 2024. Details of the Board meeting, including the Note for the Record, can be found here on [PMNCH's website](https://www.pmnch.org).

This two-year workplan contributes to the implementation of PMNCH's [2021 to 2025 Strategy](#). Its focus is on enabling partners to work together towards achieving the Strategy's overarching objectives for women's, children's and adolescents' health (WCAH), as they relate to:

- **Maternal, newborn and child health (MNCH):** To drive down preventable morbidity and mortality, including stillbirths, by advocating vigorously for the inclusion of essential MNCH services in costed country benefits packages and closing the gap on global inequities.
- **Adolescent well-being:** To advance the health and well-being of adolescents by engaging, aligning and capacitating partners around the Adolescent Well-Being Framework and Agenda for Action.
- **Sexual and reproductive health and rights (SRHR):** To uphold essential SRHR interventions and ensure continuous progress in financing and equitable access to comprehensive SRHR packages.

This workplan builds on the previous two-year [PMNCH 2022-23 workplan and budget](#), as well as the impressive progress made by partners during this period, as noted in the [report to the Board](#) at its meeting in November 2023 and the PMNCH Annual Reports for 2022 and 2023, as available on [PMNCH's website](#). As noted earlier, it now also reflects the guidance provided by the PMNCH Board meeting in July 2024.

The 2024-25 PMNCH workplan is summarized in Sections 2 to 5 of this document, with major goals set out for each thematic area as articulated in the form of brief narratives. Together, these narratives provide a high-level summary of PMNCH priorities, and guide the development of related “flagship” workplan deliverables – three for each thematic area. Each flagship deliverable is supported by a set of sub-deliverables to help focus implementation of activities, with details set out in Annex 2. This document then concludes with Section 6, which explains the budgeting approach, and is supported by the following Annexes: (i) Annex 1: PMNCH advocacy roadmap 2024; (ii) Annex 2: Workplan and budget tables; and (iii) Annex 3: Partner consultations in Q1 2024: PMNCH Workplan and Budget.

¹ See Annex 3 for details of the consultative process.

2. Overview of PMNCH's work

This workplan adopts a continuum of care approach towards securing financing, policy development, and service delivery commitments by national governments and non-government stakeholders.

PMNCH's work explicitly recognizes the ongoing threats to WCAH today, including widespread conflict, the climate crisis, and economic downturn. In line with principles of equity and inclusion, the workplan counters these challenges through innovative knowledge tools, strategies, approaches and platforms to amplify the demands of partners, and of women, adolescents and young people themselves, including those living in vulnerable communities and persons with disabilities.

The work furthermore recognizes the imperative and value of delivering for women, children and adolescents within a Primary Health Care / Universal Health Coverage (PHC/UHC) approach. It emphasizes the need to protect human rights in all contexts as a cornerstone of protecting health, including Sexual and Reproductive Health and Rights, as well as the health and well-being of adolescents. Accordingly, the workplan promotes strong health systems and cross-sectoral programming, especially in fragile and humanitarian settings where ongoing tragedies prevail, and inequities continue to intensify.

3. Maternal, Newborn and Child Health (MNCH), including stillbirths

Promoting the ongoing implementation of the WHA77 Resolution on MNCH and applying emerging financing, economics, and health systems evidence to highlight the benefits of investing in MNCH, PMNCH will advocate for essential and integrated MNCH service packages within a broader UHC/PHC approach. The proposed deliverables place due attention on underfunded areas (e.g., health workforce, and in particular, nursing and midwifery), as well as where progress continues to lag (e.g., reduction of prematurity and stillbirths). It highlights cross-cutting challenges, including nutrition, mental health, SRHR and adolescent well-being (including adolescent pregnancy). PMNCH will sharpen its efforts to call out where such gaps are deepest, targeting the most vulnerable populations, and where trends are rising (including humanitarian and conflict settings, and climate-affected settings). In summary, PMNCH in 2024 will:

- Promote MNCH-related knowledge and evidence tools for action to support the implementation of the WHA77 MNCH Resolution (e.g., Lancet Commission on Investing in Health 3; Lancet Countdown 2030 report).
- Facilitates joint action across constituencies (e.g., aligning with ENAP-EPMM-supported country efforts, supported by PMNCH Collaborative Advocacy Action Plans (CAAPs), an online compendium of existing national MNCH commitments, and country digital hubs; the global-level MNCH Digital Advocacy Hub; and a global MNCH advocacy roadmap for Global Leaders Network members).
- Supports high-level leadership, media, parliamentarian and civil society in demanding greater investment and efficiency of funding for MNCH, including through the Global Leaders Network, supported by civil society, private sector, UN and other PMNCH constituencies. These asks will be elevated through PMNCH media outreach, and PMNCH side events pegged to major global and regional policy fora (UNGA, WHA, etc.).

4. Adolescent Well-Being (AWB)

Sustaining and expanding the momentum of the successful 2023 Global Forum for Adolescents and 1.8 Young People for Change (What Young People Want) campaign, PMNCH is driving national and non-state actor support for Agenda for Action for Adolescents, intersecting with PMNCH thematic SRHR and MNCH work. This includes increasing the overall visibility of the 1.8 Billion/ What Young People Want campaign, mobilizing more AWB commitments, translating and disseminating knowledge products to advocate for better policies and more investment in AWB, and promoting accountability for existing AWB commitments. In summary, PMNCH:

- Works with the Adolescent and Youth Constituency and other partners across PMNCH's constituencies to undertake global and national roll-out of the AWB Investment Case and AWB Indicators and Monitoring approach, including country-specific case studies, contributing to enhanced professional and policy knowledge of AWB, supported by dedicated educational/training to build capacities in countries for greater impact.
- Brings the voices of young people into decision-making spaces across thematic areas, informed by the What Young People Want survey results and supporting the principles of Meaningful Adolescent and Youth Engagement (MAYE), including vulnerable and young people with disabilities; designing reporting mechanisms for monitoring progress on MAYE; and strengthening engagement for dialogue and learning.
- Increases mobilization for more national commitments, and encourage accountability for existing commitments, including through AY grants, Collaborative Advocacy Action Plans (CAAPs), national events, social media, earned media, parliamentary actions, and the advocacy of high-level champions, including those belonging to the Global Leaders Network.

5. Sexual and Reproductive Health and Rights (SRHR)

PMNCH engages vigorously with the deepening challenges of protecting and upholding the comprehensive definition of SRHR², particularly in the face of the global pushback and anti-rights movement on SRHR. In this critical year (2024), which sees national elections affecting more than 60% of the world's population, PMNCH strengthens its partner networks, products and platforms to equip partners with knowledge, evidence and arguments for powerful SRHR advocacy for justice, rights and services. This advocacy is aimed at maintaining and expanding donor funding, while increasing domestic financing for key SRHR commodities and interventions. This work also amplifies partners' messages and activities. PMNCH fosters stronger ties with health and gender equity networks, including those concerned with adolescent SRHR, and advocates for integrated services within MNCH packages. In doing so, it equips partners with knowledge and tools to undertake effective campaigns. This includes efforts to promote ICPD@30 and FP2030, as well as regional agreements and platforms, such as the African Union's Maputo Plan of Action and CARMMA. In summary, PMNCH:

² Accelerate progress – sexual and reproductive health and rights for all: report of the Guttmacher–Lancet Commission. Lancet, vol. 391, pp. 1642–92



Women's,
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Adolescents'
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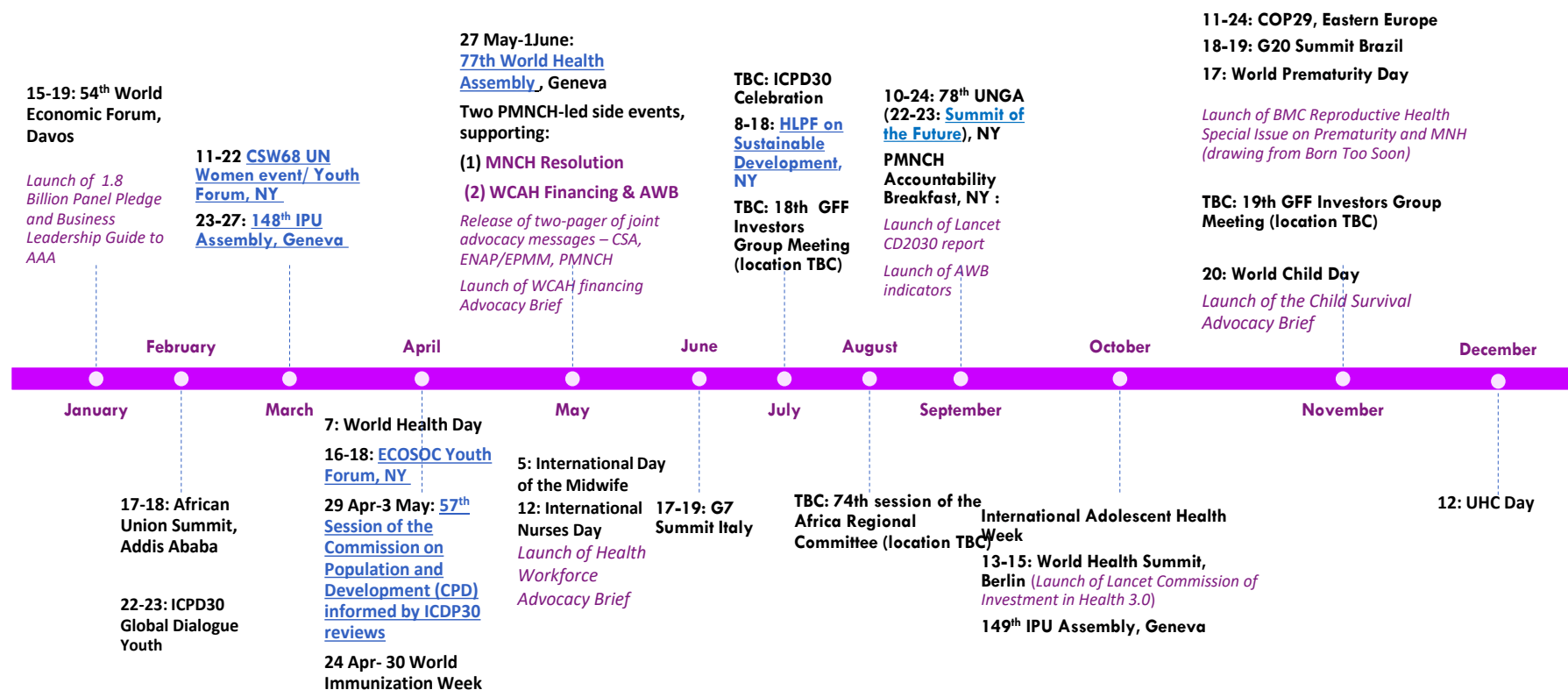
- Upholds and defends SRHR as a priority issue within influential global and regional platforms, ensuring connectivity and synergies across efforts, including the G7, G20, Inter-Parliamentarian Union (IPU), International Conference on Population and Development (ICPD), World Health Assembly (WHA) and Summit for the Future, countering misinformation, and promoting SRHR interventions within universal health coverage (UHC) packages, including in conflict settings.
- Safeguards the progress achieved to date in SRHR policies, programs, and legislations, including the ICPD commitments. PMNCH advocates to address key underfunded gaps in SRHR, including access to safe abortion and post-abortion care, comprehensive sexuality education, and reproductive health commodities.
- Promotes implementation and accountability for bodily autonomy and SRHR commitments, including those made in conjunction with ICDP@25 in Nairobi in 2019, the International Conference on Family Planning in Thailand in 2022, and the 2023 Global Forum for Adolescents, as well as those pledged through FP2030 and Generation Equality.

6. Budget

Overall expenditure is currently expected to be US\$ 7.13 million and US\$ 5.85 million in 2024 and 2025 respectively. This includes projected costs associated with PMNCH Secretariat staff, who facilitate, manage and implement the workplans in coordination with PMNCH partners, as well as activity costs, which are mainly associated with contracting external experts, travel, events, etc.

PMNCH continues to direct significant efforts into raising resources to enable it to create opportunities for additional impactful activities to be integrated into the workplan, to accelerate the delivery of priorities set out by the Board.

Annex 1: PMNCH advocacy roadmap 2024



Prioritization criteria (approved by SAC, May 2022)

(i) Be reflective of Board-agreed RF goals and 2022-23 advocacy priorities; (ii) Strong potential for visibility (media appeal and social media reach); (iii) Strong platform for messaging through PMNCH (GLN) champions; (iv) Attractive to policy influencers, including from outside health; (v) Where possible, directly linked to global and regional political events (e.g., side events associated with G7, G20, AU, IPU, UNGA etc.); (vi) Maximum of 20 “tier 2” (PMNCH-supported) events each year; (vii) Agreed by partners as priority events, led by partners, facilitated by Secretariat

Annex 2: Workplan and budget

A2.1 PMNCH workplan (USD)

| MNCH, including stillbirths | | | AWB | | | SRHR | | | Totals | | |
|--|---------------------|---------------------|---|---------------------|---------------------|---|---------------------|---------------------|---------------------|---------------------|----------------------|
| KNOWLEDGE SYNTHESIS | 2024 | 2025 | | 2024 | 2025 | | 2024 | 2025 | 2024 | 2025 | TOTAL |
| 1. Promote the uptake of knowledge and evidence tools to support the implementation of the WHA77 Resolution on MNCH, focusing on enhanced equity within a PHC/UHC approach | \$ 850,783 | \$ 626,651 | 4. Promote uptake of AWB-related knowledge and evidence for action, increasing visibility and commitment to the needs of adolescents and young people | \$ 1,110,224 | \$ 861,953 | 7. Disseminate knowledge and evidence to increase SRHR support within inter-governmental agreements, including WHA resolutions and G7/G20 communiques | \$ 704,187 | \$ 617,617 | \$ 2,665,193 | \$ 2,106,221 | \$ 4,771,414 |
| PARTNER ENGAGEMENT | | | | | | | | | | | |
| 2. Support implementation of existing MNCH commitments in a minimum of 10 countries (over 2024-2025), aligning with advocacy plans of ENAP-EPMM and the Child Survival Action initiative | \$ 811,050 | \$ 621,001 | 5. Increase meaningful participation and visibility of adolescents and young people in shaping policy processes | \$ 626,966 | \$ 630,303 | 8. Enhance partner capacity to counter SRHR misinformation, strengthen and support advocacy networks for enhanced SRHR investment and policy | \$ 634,189 | \$ 561,117 | \$ 2,072,205 | \$ 1,812,421 | \$ 3,884,626 |
| CAMPAIGNS AND OUTREACH | | | | | | | | | | | |
| 3. Promote the adoption/uptake of the WHA MNCH resolution, including SRHR content | \$ 854,962 | \$ 636,067 | 6. Increase national, non-state and inter-governmental AWB commitments and follow-up on existing government commitments | \$ 789,930 | \$ 634,069 | 9. Promote implementation of adolescent and SRHR (ASRHR) commitments | \$ 752,312 | \$ 658,311 | \$ 2,397,204 | \$ 1,928,447 | \$ 4,325,651 |
| Totals | \$ 2,516,795 | \$ 1,883,718 | | \$ 2,527,119 | \$ 2,126,325 | | \$ 2,090,688 | \$ 1,837,046 | \$ 7,134,601 | \$ 5,847,089 | \$ 12,981,690 |

| Maternal, Newborn and Child Health, including stillbirths | | |
|---|-------------|-------------|
| KNOWLEDGE SYNTHESIS | 2024 | 2025 |
| <p>1. Promote the uptake of knowledge and evidence tools to support the implementation of the WHA77 Resolution on MNCH, focusing on enhanced equity within a PHC/UHC approach</p> <p>1.1 Lead the development of messages and knowledge translation to advance the MNCH acceleration agenda put forward by the WHA77 Resolution, including high-impact interventions and MNCH financing, e.g., emerging data from the Lancet Commission on Investing in Health (CIH3) and Lancet-Countdown 2030 RMNCH report.</p> <p>1.2 Package MNCH knowledge material for uptake by PMNCH partners, e.g., digital Economics and Financing Toolkit; Born Too Soon journal series; digital resources on MNCH trends and critical inequities, including in humanitarian settings.</p> <p>1.3 Produce up to four PMNCH advocacy briefs to support cross-constituency action for the implementation of the WHA77 MNCH Resolution, i.e.: (i) integrated maternal and newborn health, including postpartum haemorrhage and quality of commodities, produced with Every Woman Every Newborn Everywhere (formerly ENAP/EPMM); (ii) financing priorities for high-impact MNCH interventions; (iii) strengthening health care workforce for MNCH, including nursing, midwifery and community health workers; and (iv) child health, produced with the Child Survival Action (CSA) initiative.</p> | \$ 850,783 | \$ 626,651 |
| PARTNER ENGAGEMENT | | |
| <p>2. Support the implementation of existing MNCH commitments in a minimum of 10 countries (2024-2025), aligning with advocacy plans of Every Woman Every Newborn Everywhere (formerly ENAP/EPMM) and the Child Survival Action initiative, supported by parliamentary action</p> <p>2.1 Strengthen PMNCH multi-stakeholder collaboration for MNCH in a minimum of 10 countries (2024-2025) through (including fragile, conflict and vulnerable settings) to advance key priorities within the WHA77 Resolution on MNCH: (i) development of PMNCH digital Commitment Compendium; (ii) development of a jointly owned Collaborative Advocacy Action Plan; (iii) constituency mobilisation through the Digital Advocacy Hubs.</p> <p>2.2 Advance high-level political advocacy and health diplomacy to accelerate MNCH and implement the WHA77 Resolution by supporting the Global Leaders Network MNCH advocacy roadmap and influencing the financing priorities of global health initiatives (GFF, Gavi, the Vaccine Alliance, Global Fund, etc.).</p> <p>2.3 Capacity strengthening for MNCH advocacy and accountability at national and regional levels on priorities within the WHA77 Resolution, including climate change and MNCH in complex crises, through webinars, implementation acceleration webinars and mobilisation of PMNCH constituencies around new MNCH evidence, e.g., parliamentary institutional processes and media opportunities.</p> | \$ 811,050 | \$ 621,001 |

| CAMPAIGNS AND OUTREACH | | |
|--|---------------------|---------------------|
| 3. Promote the adoption/uptake of the WHA MNCH resolution, including SRHR content | | |
| 3.1 Organize PMNCH flagship events: i) WHA 2024 side event on MNCH policy and financing towards the achievement of UHC and ensuring no one is left behind; to be co-hosted with South Africa as GLN Chair; ii) WHA side event on financing; and iii) UNGA Accountability Breakfast on the MNCH acceleration agenda and the way forward for the WHA77 Resolution on MNCH. | | |
| 3.2 Produce joint messaging/outreach documents, media commentaries, coordinate cross-constituency engagement, targeting key policy and investment opportunities for integrated MNCH services, and cultivating strategies for global and regional advocacy opportunities, including COP29, G7, G20, AU, etc. | \$ 854,962 | \$ 636,067 |
| 3.3 Produce social media and earned media messaging on MNCH linked to “global” calendar days/weeks and new evidence products, including messages on the violation of SRHR resulting in poor MNCH outcomes. | | |
| TOTAL THEMATIC BUDGET | \$ 2,516,795 | \$ 1,883,718 |
| TOTAL 2024-25 | \$ 4,400,513 | |

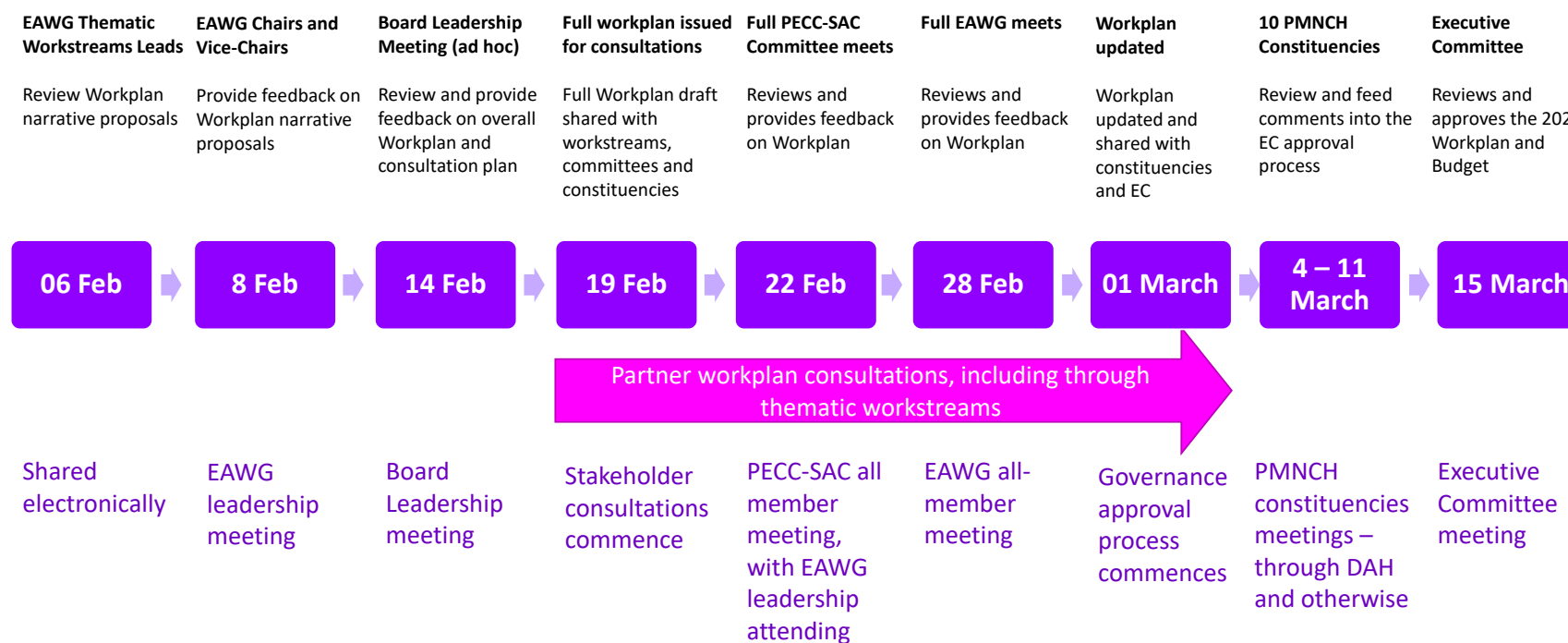
| Adolescent Well-Being | | |
|---|--------------|------------|
| KNOWLEDGE SYNTHESIS | 2024 | 2025 |
| 4. Promote uptake of AWB-related knowledge and evidence for action, increasing visibility and commitment to the needs of adolescents and young people | | |
| 4.1 Produce case studies (Colombia, India, South Africa) to support national AWB investment cases, including focus on the most marginalized adolescents, equity, and leaving no one behind. | | |
| 4.2 Use case studies (Colombia, India, South Africa) to kickstart the development of national indicators and monitoring framework for AWB, with a focus on equity and leaving no one behind. | \$ 1,110,224 | \$ 861,953 |
| 4.3 Design and roll out hybrid and online course to enhance AWB knowledge and commitment among policy and programme professionals in up to 3 countries, building on the AA-HA2.0, Adolescent Well-Being Investment Case, Monitoring Framework and Global Forum for Adolescent outcomes, including for marginalized adolescent groups. | | |
| PARTNER ENGAGEMENT | | |
| 5. Increase meaningful participation and visibility of adolescents and young people in shaping policy processes | | |
| 5.1 Undertake preliminary survey research toward the development of a global MAYE accountability report, including capacity building on adolescent participation (to be undertaken in 2025). | | |
| 5.2 Undertake national-level analysis of the “What Young People Want” survey findings, and package/disseminate results in collaboration with PMNCH partners including through AWB grants (9.4). | \$ 626,966 | \$ 630,303 |
| 5.3 Develop Global Leaders Network AWB advocacy roadmap and related messaging tools, (to be developed with inputs from young people, respecting the principles of Meaningful Adolescent and Youth Engagement (MAYE)). | | |

| CAMPAIGNS AND OUTREACH | | |
|---|---------------------|---------------------|
| 6. Increase national, non-state and inter-governmental AWB commitments and follow-up on existing government commitments | | |
| <p>6.1 Facilitate context-specific and culturally sensitive partner dialogue and reporting on progress of AWB government commitments, including:</p> <ul style="list-style-type: none"> Adolescent Sexual and Reproductive Health commitments through national and regional events, building on AA-HA! 2.0. Track commitments together with partners, including commitments related to HPV vaccinations and those that intersect with MNCH. Leverage partner-based accountability and action processes to drive advocacy for the creation of a target for adolescent well-being for the post 2030 agenda starting with the UN Summit of the Future (September 2024). Link efforts to key WCAH advocacy moments in the PMNCH 2024 Advocacy Roadmap, including events and processes associated with the Commission on the Status of Women and ICPD, as well as 2024 events hosted by the Inter-Parliamentary Union, the African Union, WHO regional committee meetings, G7, G20, the UN High Level Political Forum, World Health Assembly, etc. | \$ 789,930 | \$ 634,069 |
| 6.2 Promote uptake of the 1.8 Panel Pledge and the AWB Business Leadership Guide among private sector partners. | | |
| 6.3 Produce social media and earned media messaging on AWB linked to “global” calendar days/weeks and the launch of new evidence products. | | |
| TOTAL THEMATIC BUDGET | \$ 2,527,119 | \$ 2,126,325 |
| TOTAL 2024-25 | \$ 4,653,444 | |

| Sexual and Reproductive Health and Rights | | |
|---|-------------|-------------|
| KNOWLEDGE SYNTHESIS | 2024 | 2025 |
| 7. Disseminate knowledge and evidence to increase SRHR support within inter-governmental agreements, including WHA resolutions and G7/G20 communiques | \$ 704,187 | \$ 617,617 |
| <i>7.1 Package and disseminate SRHR messaging for target audiences to enhance political engagement, leveraging working through partner networks to produce position papers, media commentaries and tailored, context-specific messaging to refute dis/misinformation on SRHR.</i> | | |
| <i>7.2 Work through high-level champions, such as Global Leaders Network members and parliamentarians, institutional structures of parliaments to engage and influence SRHR policy, with language on sensitive SRHR issues defined and disseminated that appeals to stakeholders who are neutral or focused on other priorities.</i> | | |
| <i>7.3 Organize webinars, consultations and issue-briefing meetings, including through partner-led CAAPs at national level aimed specifically at ensuring comprehensive inclusion of SRHR in UHC, and combatting dis/misinformation campaigns of the anti-rights/anti-gender movement, ensuring an intersectional perspective.</i> | | |
| PARTNER ENGAGEMENT | | |
| 8. Enhance partner capacity to counter SRHR misinformation, strengthen and support advocacy networks for enhanced SRHR investment and policy | \$ 634,189 | \$ 561,117 |
| <i>8.1 Facilitate consensus building via different constituencies on complex SRHR issues to appeal to stakeholders who are uncommitted or not deeply engaged in the topic by identifying critical questions/challenges for advocacy; and raising awareness of lessons learned in advocacy successes.</i> | | |
| <i>8.2 Undertake SRHR partner mapping to identify new and existing allies, commitments, priorities and targets for PMNCH partners to strengthen joint advocacy efforts, including on safe abortion and post abortion care. Partners to include those who focus on intersectional SRHR issues, as well as organizations representing marginalized populations and persons with disabilities.</i> | | |

| | | |
|---|---------------------|---------------------|
| 8.3 Develop Global Leaders Network SRHR advocacy roadmap and related messaging tools, including with respect to the complementary actions of the FP2030 high-level network for family planning. | | |
| CAMPAIGNS AND OUTREACH | | |
| 9. Promote implementation of adolescent and SRHR (ASRHR) commitments | | |
| 9.1 Produce SRHR component of PMNCH digital commitment compendium to inform and advance work of CAAPs and ensure SRHR is on the agenda for global financing mechanisms' replenishment campaigns in 2024/25. | | |
| 9.2 Produce podcast series on adolescent SRHR, involving champions and community members, to share effective advocacy tactics and results, with a particular focus on intersectionality and the experience of marginalized adolescent groups, such as adolescents with disabilities. | | |
| 9.3 Produce social media and earned media messaging on SRHR and ASRHR, including teenage pregnancy and maternal mortality risks, linked to "global" calendar days/weeks and new evidence products, including support to partner-led events and collective advocacy for ASRHR at ICDP@30. | \$ 752,312 | \$ 658,311 |
| 9.4 Issue small grants (7 only) to adolescent and youth organizations to advance issues related to adolescent SRHR, with continued focus on AWB commitments and accountability, dissemination of the What Young People Want survey findings, and strengthening collaboration with other PMNCH partners at national level. Provide active support for AWB-related efforts of Global Leaders Network, and those associated with national Collaborative Advocacy Action Plans (CAAPs), particularly those focusing on marginalised constituencies, such as persons with disabilities, people from the LGBTQI+ community, etc. with an intersectional lens for all. | | |
| TOTAL THEMATIC BUDGET | \$ 2,090,688 | \$ 1,837,046 |
| | \$ 3,927,733 | |

Annex 3: Partner consultations in Q1 2024: PMNCH Workplan and Budget



PMNCH Secretariat supports the consultation process in between and during meetings, ensuring that partner views are reflected in the development of the 2024 workplan and budget