

Detailed description of workplan deliverables

Agenda Item 5: PMNCH Work-planning Retreat

**Break-Out Session 1: Reaching our advocacy goals –
Agreement on workplan deliverables**



Knowledge Synthesis Deliverables



1.1 Economic Analyses

Economic analyses setting out the case for increased and better (more equitable) investments in/financing and cost of inaction for WCAH

- **Purpose:** To support country and global advocacy partners with tailored evidence and messaging about intervention costs and socio-economic returns on investment, cost of inaction, price-tags, gaps, etc.
- **Products:** Digital compendium of existing or updated WCAH economic analyses/investment cases, policy briefs, toolkits, messaging, digital media products tailored to country use
- **Coordinator:** K&E Working Group (Economics and Financing Expert Workstream), with guiding inputs from SAC, PECC & AccWG
- **Partners including:** GFM (GFF, WB, Gavi), ART (Universities of Southampton, Calgary, Heidelberg, Victoria, Melbourne, LSHTM), AY (AWB Workstream), UNA, NGO

1.2 Resources to embed WCAH in UHC/PHC plans

Resources to support embedding WCA health and well-being (including MNCH, SRHR, and AH services) into UHC/PHC plans

- **Purpose:** To support country and global partners in their advocacy for the prioritization of integrated SRMNCAH interventions in PHC and UHC benefit packages
- **Products:** Advocacy briefs, adaptation of WHO's UHC Compendium into guides and user-friendly products for advocacy, including those focused on humanitarian and fragile settings, op-eds on priorities for investing in SRMNCAH in UHC/PHC
- **Coordinator:** K&E Working Group, with guiding inputs from SAC and PECC
- **Partners including:** UNA (WHO-MCA, SRH, Special Programme on PHC; UNFPA; UNICEF), UHC2030

1.3 Accountability/monitoring evidence

Monitoring of trends and accountability evidence, and production of digitally accessible resources (e.g., reports, accountability compendium, briefs and assets etc.) related to WCA, including progress evidence on COVID-19 related commitments.

- **Purpose:** Synthesizing and collating evidence on progress related to the *Global Strategy for Women's, Children's and Adolescents' Health (2016-2030)*, as well as on commitments aligned with PMNCH campaigns
- **Products:** Updated Global Strategy Progress Report; reporting on commitments and the PMNCH Meaningful Adolescent and Youth Engagement (MAYE) accountability report; digital accountability compendium; deep-dives, briefs, social media assets
- **Coordinator:** Accountability WG, with guiding inputs from KEWG, PECC and SAC
- **Partners including:** UNA (WHO, UNICEF, UNFPA, UHC Partnership), Countdown to 2030, FP2030, UHC2030, IGO (Inter-Parliamentary Union), AY (MAYE Global Steering Group)

1.4 Impact of COVID-19 on WCAH

Digital compendium of resources and evidence-based messaging on the impact of COVID-19 on WCA (including gender-based violence, mental health, etc.) and mitigation strategies

- **Purpose:** To support advocacy on evidence-based investments/policies/services to mitigate the impact of COVID-19 on WCA, including in humanitarian and fragile settings
- **Products:** Digital compendium of resources, advocacy toolkits, statements/op-eds, social media assets including infographics
- **Coordinator:** K&E WG, with guiding inputs from SAC, AccWG and PECC
- **Partners including:** UNA (WHO, UNICEF, UNFPA)

1.5 Community-based evidence, people's voices and lived experience



Knowledge documenting community and people's voices and lived experience related to WCAH & WB

- **Purpose:** To synthesise and document people's voices and lived experiences on key frontier issues including in humanitarian and fragile settings
- **Products:** Lived Experiences report, briefs, digital assets for social media, media commentaries/op-eds, testimonial videos, people's voices in high profile events, e.g., CSOs and community voices at HLPF, UNGA
- **Coordinator:** K&E WG, liaising closely with PECC
- **Partners including:** NGO (WRA), GFM (GAVI), UNA (UNICEF), IGO (STC, IAWG, IRC), Countdown 2030,

1.6 Knowledge resources on PMNCH priority issues: MNCH, SRHR, AWB

Knowledge resources to advance the Board's priorities within the overall PMNCH thematic areas: MNCH (e.g., preterm and stillbirths); SRHR (e.g., sexual and gender-based violence); and adolescent health and well-being (e.g., climate change, mental health).

- **Purpose:** Facilitate uptake of policy-relevant knowledge and disseminate key messages for greater issue visibility
- **Products:** *Born Too Soon Report: Decade Edition* (launch 2023), BMJ-PMNCH Adolescent Health and Well-Being Series, Adolescent Well-Being indicators, briefs and messaging related to climate change, SRHR and adolescent health and well-being, mental health, sexual and gender-based violence, teen pregnancy, KMC, etc.
- **Coordinator:** K&E WG, guided by SAC on key advocacy needs/opportunities
- **Partners including:** ART (LSHTM, Population Council, Guttmacher...), UN (WHO, UNICEF, UNFPA), GAMA, HCPA (FIGO, ICM, IPA)

Partner Engagement Deliverables



2.1 Global Leaders Network

*Establishment of the **Global Leaders Network** for high-level engagement and advocacy for WCA health and well-being.*

- **Purpose:** Ensure that health and well-being of women, children and adolescents is elevated as a priority for national governments to achieve greater financing, policy and service delivery / empowerment commitments
- **Products:** Development and soft launch of Global Leaders' Network, GLN strategy developed and commenced implementation
- **Coordinator:** SAC & PECC
- **Partners including:** Partner Governments, supported by all PMNCH constituencies

2.2 Strengthen partner coalitions

Strengthen capacity and support to constituencies and partners to mobilize and implement Call to Action commitments

- **Purpose:** Enhance the knowledge, resources and engagement of PMNCH partners and their networks to advocate effectively and ensure accountability together for financing, policy and service delivery commitments aligned with PMNCH goals
- **Products:** Mechanisms, tools and processes to foster greater alignment and joint action among country partners dedicated to WCAH advocacy goals, e.g., enhanced cross-constituency communication/planning, more and better use of existing policy dialogue platforms, strategic engagement of leaders, development of joint events/knowledge tools, etc. PMNCH Country Engagement Strategy (incl commitment mobilization); PMNCH Parliamentary Engagement Strategy.
- **Coordinator:** PECC, supported by constituency leadership, K&E WG and Accountability WG
- **Partners including:** Partner Governments, NGO, UNA, AYC, ART, IGO (IPU and parliamentarians), D&F, Regionally-focused organizations (Fundacion Horizonte Ciudadano, Graca Machel Trust)

2.3 Constituency and Partner Capacity-Building

*Constituency and partner **capacity building** for enhanced policy advocacy through purpose-built learning and training*

- **Purpose:** To strengthen policy advocacy and accountability skills among PMNCH partners to increase capacity for commitment mobilization and implementation
- **Products:** Webinars (e.g., Adolescent well-being webinars, online / in-person courses and trainings (Adolescent Well-being Professional Development Programme), peer-to-peer knowledge sharing platforms (e.g., facilitated through PMNCH Digital Advocacy Hubs – see 2.4, below)
- **Coordinator:** PECC; supported by K&E WG and Accountability WG
- **Partners including:** ART (university partners Zimbabwe, Biomedical Research and Training Institute, LSHTM), AYC (AWB Workstream Groups), UNA (WHO)

2.4 Digital Advocacy Hubs

*Creation of **PMNCH Digital Advocacy Hubs** to support partner engagement and knowledge sharing, capacity building and joint action*

- **Purpose:** To enable and expand greater action, alignment and inclusion between and among PMNCH constituency members and partners through the development of an online, interactive platform
- **Products:** In 2022, three global-level "digital advocacy hubs" will be launched, dedicated to each of the three main PMNCH advocacy goals (SRHR, MNCH, Adolescent Health and Well-Being). Country-level Digital Advocacy Hubs will be developed to support advocacy and accountability within partner countries
- **Coordinator:** GEC, liaising closely with PECC and SAC
- **Partners including:** Private Sector constituency to support pilot efforts in 2022

2.5 Inclusive participation of partners in PMNCH structures

*Inclusive **participation of partners in PMNCH structures**, including completing the governance reform and ensuring more effective member engagement and good governance more broadly*

- **Purpose:** To ensure that the PMNCH Governance reform is implemented effectively in accordance with key PMNCH principles of ensuring diversity and inclusion, including meaningful adolescent and youth engagement
- **Products:** Good governance research and policy report and induction packages; updated PMNCH Governance manual, Governance Reform "light touch" assessment in 2022, implementation of PMNCH governance policies and approaches based on experiences and findings for Meaningful Adolescent and Youth Engagement (MAYE), including development of the Practical Guidance to Operationalize MAYE.
- **Coordinator:** GEC, Accountability Working Group
- **Partners including:** AY (MAYE Global Steering Group), MIND

Campaign & Outreach Deliverables



3.1 Global Forum for Adolescents



*Development of **Global Forum on Adolescents (2023)** structure, programme and digital communication approaches.*

- **Purpose:** The PMNCH Global Forum for Adolescents in Sept 2023 will be a landmark event for partners to unite to drive greater financing, policy and service delivery commitments to adolescent health and well-being.
- **Products:** In 2022, strategic, programming and partnership approaches will be developed to advance the planning of this 2023 event, which will include a global virtual Partners' Forum, virtual country Forums supported by the PMNCH Digital Advocacy Hubs (ref: 2.4) and a hybrid New York event pegged to the UN SDG Summit (Sept 2023)
- **Coordinator:** SAC supported by AWB workstream groups and K&E WG's Adolescent Well-Being sub-group, PECC, GEC
- **Partners including:** PMNCH Executive Committee, PECC and all constituencies, organized into steering, programme and partnership/communications committees

3.2 PMNCH-led global events

PMNCH-organized virtual events, including the Lives in the Balance 4 e-summit, UN High Level Political Forum accountability dialogue, and annual Accountability Breakfast.

- **Purpose:** PMNCH members and stakeholders from 90+ countries reflect on WCAH needs, share lessons and resources, agree on key actions, and hold each other accountable for greater progress
- **Products:** Lives in the Balance 4 (May 2022, pre-WHA) will review status and progress against the 7 asks of the PMNCH COVID-19 Call to Action, including launch of new country commitments; HLPF Accountability Dialogue (July 2022) will be a county-led panel with senior policymakers on the theme of increasing political leadership for WCAH; Accountability Breakfast will review progress on commitments to date, putting a special spotlight on progress/gaps in the LAC region.
- **Coordinator:** Accountability WG, liaising closely with K&E WG and SAC.

3.3 Participation in global and regional events



PMNCH participation in selected global and regional events (e.g., regional forums on sustainable development, CSW, ICFP, G7/G20, COP 27, IPU Assemblies, Africa Union engagement)

- **Purpose:** To influence attention and raise visibility among influential policy audiences to key PMNCH messages and asks, including through the participation of high-level PMNCH champions (panels, keynotes, videos, media appearances)
- **Products:** G7 and G20-focused policy briefs pegged to German and Indonesian-hosted summits in 2022; Commission on the Status of Women (March) official event and statement on gender, disability, and health; side events at IPU assemblies to share WCAH evidence and asks; African Union heads of state summit and ministerial meetings to deepen regional political support for key PMNCH asks and commitment follow-up.
- **Coordinator:** SAC, supported by K&E WG on tailored evidence production per event/opportunity
- **Partners including:** Partner Government, IGO (IPU), DF, and other constituencies

3.4 Mobilizing commitments to PMNCH campaign asks

Mobilizing for greater commitments to PMNCH campaign asks, including the COVID-19 Call to Action and the #Adolescents 2030 campaign.

- **Purpose:** To increase the number of written commitment statements made by countries, as well as global and regional bodies, in line with PMNCH campaign asks, contributing to targets set in the PMNCH Results Framework
- **Products:** Planning, coordination and outreach efforts targeting new and refreshed commitments from key countries and political bodies, resulting in global launch, online publication and media visibility of commitment statements by leaders.
- **Coordinator:** SAC and PECC

3.5 Digital and earned media products

Digital and earned media products supporting PMNCH's Goals

- **Purpose:** To create increased visibility and support for PMNCH asks through broad dissemination of evidence-based messaging (earned media at global, regional and country levels, online and social media)
- **Products:** Press releases, media advisories, commentaries, podcasts, video statements, media interviews based on PMNCH knowledge products and/or PMNCH-endorsed evidence, including collaboration with PMNCH champions and Global Network Leader members. Content of media products to address PMNCH goals, including COVID Call to Action Asks, Adolescent Health and Well-Being, WCAH in UHC/PHC, maternal, newborn and child health, including stillbirths, and key concerns related to these issues (*ref: 1.6: Knowledge products to advance on Board priorities*).
- **Coordinator:** SAC, supported by K&E WG
- **Partners including:** PMNCH Board, Executive Committee, and Committee/WG leaders; Constituency leaders and members based in partner countries and regions

