

Reporting on workplan discussions: How do we deliver on our goals in 2022?

Agenda Item 8: PMNCH Work-planning Retreat



Overarching reflections

- Need to embed an explicit focus on equity as part of all efforts
- Strengthening inter-linkages between deliverables (e.g. 1.1: economic analyses and 1.4 impact of COVID-19)
- Realize synergies across functions (e.g., 2.3: capacity building; 1.5: weaving in lived experiences in campaign and outreach efforts)
- Assess level of effort needed for each deliverable (light lift and economies of scale) e.g., updating and disseminating existing products (such as COVID-19 and WCAH Compendium) could be a "low-hanging fruit"

Deliverable-specific considerations

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

- Undertake a scoping review to understand the current evidence base and identify gaps in analyses
- Consider including the cost of reaching the most vulnerable populations
- Linking to economic recovery and building back better (e.g., linking to 1.4 on COVID-19)
- Further discussion warranted on the conceptual framing of the economic analyses in ways that resonate with policy makers and country-level advocacy partners (e.g, cost of action vs inaction)

1.2 Resources to embed WCAH in UHC/PHC plans

- Suggested output: User-Guide on SRMNCAH interventions within the WHO UHC Compendium
- Include focus on health system strengthening components (e.g. human resources of health)

1.3 Accountability/monitoring evidence

- Strategically link accountability products (e.g., progress reports) with specific campaigns & outreach events and activities

1.4 Impact of COVID-19 on WCAH

- Socializing the COVID-19 and WCAH Compendium through a targeted dissemination approach to ensure advocacy partners are aware and make use of the resources

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

- Linking to existing partner efforts underway
- Mainstreaming community voices and experiences in both providing and receiving care

1.6 Knowledge resources on PMNCH priority issues (MNCH, SRHR, AHWB)

- Further discussion warranted by KE-WG on prioritization and interlinkages with other functions and coordination with AccWG products

Key target audience and partners by deliverable?

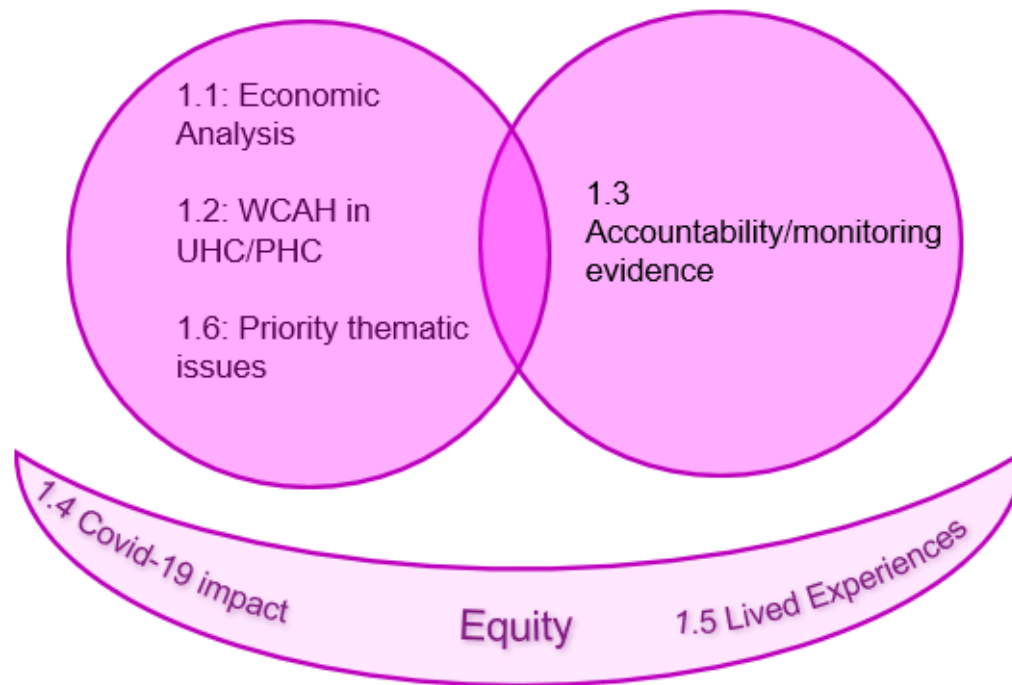
- KE-WG to work with PECC on defining the country target audience for each products (e.g., 1.1: economic analyses)
- Leverage existing partner networks to socialize products (e.g., mobilizing local CSOs + adolescent and climate change groups for 1.4 (COVID-19) and 1.5 (lived experiences))

Knowledge synthesis



Which of the deliverables/products best support the 2022 advocacy goals? (Up to three deliverables/products)

- Highest level of effort on 1.1, 1.2, 1.3, 1.6
- Light touch effort on 1.4 and 1.5 building on existing investments and products
- Need to embed equity, and efforts under 1.4 and 1.5 into products generated through other deliverables



Partner Engagement



Which of the deliverables/products best support the 2022 advocacy goals? (Up to three deliverables/products)

- 2.2: Strengthening partner coalitions/ multi-stakeholder platforms and support to constituencies and partners is critical to mobilize and follow—up implementation of Call to Action commitments (high budget)
 - Coalition/platform building and strengthening approaches should be co-designed by partners and be context specific. It important to synergize with and strengthen existing platforms where they exist (e.g. GFF, GAP/UHC Partnership platforms).
 - Meaningful engagement of partners is a pre-requisite for i) developing and strengthening country platforms and ii) having meaningful dialogue for generating quality commitments
- 2.3 Constituency and partner capacity building for enhanced policy, financing and service delivery advocacy through purpose-built learning and training can be a means to ensure that partners are advocating for the most marginalized (and are therefore mobilized around the principle of equity). This will be done in close collaboration with the knowledge synthesis and campaigns and outreach functions (high budget)
- 2.1: Establishment of the Global Leaders Network for high-level engagement and advocacy for WCA health and well-being is critical for ensuring that WCA are prioritized by national governments and remains central to efforts to achieving the SDGs (low-medium budget)

Key target audience and partners by deliverable?

- 2.1 Heads of State and Government/ political decision makers. The GLN's work can be reinforced by multipronged approach of high-level political engagement at the HoS level supplemented by multi-stakeholder engagement at the operational/ grassroots level.
- 2.2 National governments. Country coalitions should be strengthened by meaningfully engaging traditionally underrepresented constituencies including CBOs (e.g. women's groups) and adolescent and youth along with traditional actors like UNA, bilateral agencies, etc

Partner Engagement



Other key points raised:

- Targeting partner engagement efforts in prioritized countries can drive alignment and synergies among workplan deliverables.
 - For example, the efforts of the Global Leaders Network (2.1) to advocate for WCA health and well-being commitments (3.4) can be influenced and amplified by champions and coalitions (strengthened through knowledge products (1.1-1.5), webinars (2.3), peer-peer platforms (2.3,2.4), and catalytic investments (2.2)) in those countries
- It is crucial to not just mobilize new commitments but to build on and follow-up implementation of existing commitments (e.g. ICPD25 commitments, Gender Equality Forum commitments, etc.)
 - It was recommended that the K&E WG develop a compendium of existing campaigns which country coalitions/platforms could strategically leverage (as feasible) for commitment mobilization and implementation follow-up
- Key events and moments at the global, regional and national levels should be mapped so that they can be strategically leveraged for commitment mobilization and implementation follow-up efforts
- PECC members should embody the partner centric and partner led nature of the workplan deliverables. For example, Githinji Gitahi offered that AMREF could co-finance an initiative of country coalition building (co-designed by partners) with PMNCH in Africa and host its coordination

Campaigns & Outreach



Suggested edits/additions to deliverables? Highlight interlinkages with other workplan deliverables.

- Keep the deliverables at a realistic and focused level, not adding additional deliverables
- Re: Global Forum for Adolescents (3.1): Emphasize the advocacy aims, objectives and expectations of the Forum for improving adolescent health and well-being, including MAYE. Include information on how the Forum will help partners drive action at the country-level for the issue, and how it fits into a broader action plan for greater change – alongside other events (3.2) and deliverables -- in 2022 and 2023;
- The Global Leaders Network (2.1) offers an opportunity to amplify campaign messages (3.1-3.5), and to drive forward peer-to-peer accountability for commitments at head of state level, leveraging the PMNCH membership to accelerate implementation in collaboration with young people and national partners (2.2);
- Commitment mobilization (3.4) to further emphasize the goal of improving equity as a cross-cutting priority for WCAH (2.2 and 2.3).

Which of the deliverables/products best support the 2022 advocacy goals? (Up to three deliverables/products)

- “*Dare to focus on adolescents!*” Improving adolescent health and well-being should be a top priority for all of our campaign/events efforts in 2022-2023, linking all of our global and regional events (3.2-3.3) in preparation for the Forum (3.1);
- 3.2 and 3.3: Further emphasize regional political engagement, including in LAC, 2022-23. Undertake political mapping/analysis to identify key opportunities on political calendar to influence national policy change;
- 3.2 and 3.3: Sustain engagement in UN-related processes and events – e.g., UN High-Level Political Forum and UNGA – PMNCH is one of very few focusing on WCAH issues in these crowded spaces;

Campaigns & Outreach



Key target audience and partners by deliverable?

- National leaders and heads of state (i.e., members of Global Leaders Network)
- Including regional and political economic communities, e.g., LAC consortiums, AU, ECOWAS, SADC, ASEAN
- Other transnational and global decision-making fora, e.g., G7, G20 block-level discussions
- Communities, including adolescents, vulnerable population groups and the general public
- All PMNCH constituencies and partners, governance structures, and PMNCH champions

Other key points raised

- Campaigns and outreach products are cross-cutting deliverables – e.g., mobilizing for greater commitments to PMNCH campaign asks (3.4) is the overarching goal of our Results Framework; and all other deliverables should be positioned as a means to achieve this; and digital and earned media (3.5) is a means to achieve all the other 15 deliverables of the workplan;
- Despite the cross-cutting nature, it is important to retain this as explicit deliverables here to recognize the important strategic engagement processes, target-setting, and accountability measures that need to be put in place; and
- Need to create a plan for each deliverable that “connects the dots” between identified deliverables/products of the workplan across all the functions (Knowledge synthesis, Partner Engagement and Campaigns and outreach).

Key Conclusions

- All five deliverables are needed but that we need clear advocacy goal setting, roadmaps, mapping of political incentives and entry points, and a targeted focus on adolescent-related commitments in this two-year period.