10 Frequently Asked Questions (FAQs)

**Question 1: What is a “commitment” to the COVID-19 campaign?**

A: Commitments are financial, policy and/or service delivery pledges by partner governments, including donor governments, to advance the health of women, children and/or adolescents in the context of the response to COVID-19. To contribute to the PMNCH COVID-19 Call to Action campaign, pledges adhere to written guidelines. Commitments are SMART and respond to one or more of the 7 asks of the Call to Action. Commitments must respond explicitly to COVID-19. Financial commitments may be based on new and additional funds, or recently programmed funds supporting objectives of the Call to Action. In submitting a commitment, partner governments agree their commitment will contribute to the overall aim of the Call to Action campaign to increase visibility and public attention to the needs and response to women’s, children’s and adolescents’ health in relation to COVID-19. Partner governments agree that PMNCH may, in presenting their commitment, aggregate it with those of other governments to generate visibility and attention, including for media/communication purposes.

The deadline for submitting a commitment is 21 August 2021, for presentation in September alongside the United Nations General Assembly 2021.

**Question 2: Who can make a “commitment”?**

A: In line with the 2030 Sustainable Development Goals and the Global Strategy for Women’s, Children’s and Adolescents’ Health, the PMNCH COVID-19 Call to Action supports national governments first and foremost in delivering for their people. Therefore, this campaign supports country leaders to bring forward written statements about specific investments, policies and programmes for WCAH within national COVID-19 responses, which are presented as time-bound, measurable “Commitments”. Non-state actors – private sector, civil society, private foundations, academia, and others – are key to the Call to Action campaign. Although they will not register formal commitments as governments do, they are encouraged to develop plans to support government-led commitments.

This is an important difference from earlier global campaigns on WCAH. Every Woman Every Child (EWEC) – which PMNCH helped build and implement -- provided a global platform for all partners, state and non-state, to register commitments. While there was significant enthusiasm from partners to contribute to country-led priorities, the effort also resulted in hundreds of pledges accumulated over time, in parallel to each other, with unclear connections between them and/or duplication on the ground. PMNCH led global tracking efforts for the EWEC campaign, finding that some non-state pledges did not align with priority gaps and needs, nor country priorities. Pledges from non-state actors also included “double-counted” funds, i.e., funds provided by national governments and channeled through other platforms, complicating the overall financial analysis and tracking effort. The Call to Action campaign builds on these lessons learned.

For this reason, the PMNCH Call to Action campaign is designed to adopt a country-focused, time-bound, prioritized approach. It focuses on leveraging commitments on a specific theme (supporting WCAH within national COVID-19 plans), by specific actors (governments), for specific “asks” (7 asks), and for a specific time-bound campaign period (24 months, 2021-2022).
Going forward, future PMNCH campaigns will be similarly agile and responsive to context, evolving in response to country needs. They too will be time-bound, with clear goals, led by the Global Strategy and the SDGs, and supporting the delivery of the PMNCH 2021-2025 Strategy.

**Question 3: What is the Call to Action & how does it relate to the PMNCH 2021-2025 Strategy?**

A: The PMNCH Call to Action on COVID-19 presents 7 mains “asks” for government-led investment, policy and service delivery for women, children and adolescents in the context of COVID-19. These asks are fully aligned with the emphasis of the PMNCH Strategy on improving equity for women, children and adolescents, leaving no one behind. Through these 7 asks, the campaign links together PMNCH’s three main strategic goals for 2021-2025, i.e., (1) preventing maternal, newborn and child mortality and morbidity, including stillbirths; (2) improving sexual and reproductive health and rights, and (3) improving adolescent health and well-being. While this campaign reflects specific attention required during the COVID-19 emergency, the 7 asks are broad in nature, and will remain relevant during the entire 2021-2025 PMNCH Strategy period, even as current challenges of the pandemic recede, and new challenges emerge to refocus and reshape the campaign after 24 months. Campaign results will be reported through the PMNCH Results Framework.

**Question 4: What can partners do to support the campaign?**

A: There are crucial roles for all partners to play in supporting the mobilization and implementation of government-led commitments in a coordinated fashion. At a broad level, this means bringing forward research and evidence to support governments in prioritizing their commitments; providing technical support to governments to shape their commitments; undertaking complementary actions, investments, and innovations aligned with government-led commitments; raising public awareness; supporting citizens to give voice to their needs and experiences to guide government commitment-making and support governments to deliver on their pledges.

**Question 5: How will PMNCH support partners in this campaign?**

A: Partner engagement, coordination, communication and evidence are fundamental in enabling the development, implementation and accountability for national WCAH commitments through this campaign. PMNCH will support partners to play their part by providing a platform for:

1. **Partner engagement/coordination/consensus-building:** At the global level, PMNCH’s newly revamped governance structure will support the engagement and coordination of all partners in the Call to Action effort --from commitment mobilization to commitment monitoring/accountability during this 24-month campaign. This efforts centers on the dedicated contributions of PMNCH’s 10 constituency groups, feeding into four standing committees and two main working groups – Knowledge and Evidence, and Accountability, reporting to the PMNCH Strategic Advocacy Committee. Working together, these structures will provide a coordination platform for effective collaboration among partners for mobilization and delivery.

   - Example -- Country output: Small grants to civil society organizations, adolescent and youth coalitions, parliamentarians and others in commitment-making countries to encourage inclusive, national multi-stakeholder dialogue and operational support for monitoring and following up commitments, including through information webinars, capacity-building workshops, and coordination meetings;
- **Example -- Global output**: Global dialogue platforms for peer-to-peer sharing and dissemination of national Call to Action commitments. Government leaders will be invited to join with other national leaders, stakeholders, researchers and implementation partners in discussing best practices and commitments on COVID-19 during such global events and e-Summits, including Lives in the Balance e-Summits on COVID-19, the annual PMNCH Accountability Breakfast, PMNCH Board meetings, etc.

2) **Digital communications**: The new PMNCH digital platform, including the Partner Zone, Communities of Practice, and the Call to Action campaign hub, will facilitate shared learning among partners and constituencies, supporting effective national action and mutual accountability among partners. Non-state partners and constituencies will be encouraged to highlight their own contributions to national commitment-making/implementation/accountability through these digital platforms to promote coordinated collaboration with other partners and to accelerate implementation of government commitments by sharing best practices, ideas, and tools, such as searchable, interactive event calendars. Digital platforms will promote dissemination of knowledge and communication resources for effective action, especially at country level.

- **Example -- Country output**: Digital platform will host tailored communication toolkits to support national government communication departments and other partners in disseminating public information about Call to Action commitments. Toolkits will include branded press releases and social media assets, e.g., video clips of national leaders discussing WCAH commitments, sample tweets and tiles/infographics to drive widespread national knowledge and visibility of commitments;

- **Example -- Global output**: Global press campaigns linked to global dialogue events (e.g., Lives in the Balance e-Summits) will amplify country needs and progress, including through media outreach, social media posts, including PMNCH-produced video interviews with government leaders, tweets, web stories and e-blasts, etc.;

3) **Knowledge synthesis and accountability**: Evidence on WCAH gaps/needs, policy solutions, and progress monitoring will be supported through dedicated efforts by members of PMNCH working groups, enabling all partners to take an evidence-based approach to commitment mobilization and accountability efforts.

- **Example -- Country output**: Knowledge toolkits, including briefs, fact sheets, country profiles and relevant scientific/technical resources on COVID-19 and WCAH will be packaged into user-friendly packages to inform the work of country partners in commitment mobilization and follow-up, including dedicated knowledge summaries on each of the 7 Call to Action “asks”;

- **Example -- Global output**: A global Investment Framework on WCAH will provide partners with important evidence on investment packages and socio-economic returns on financial investment to support global advocacy efforts for post-pandemic recovery and resilience, relevant to the 7 asks of the Call to Action.

**Question 6: How will partners support this PMNCH campaign?**

**A**: Guided by the EC and supported by the Strategic Advocacy Group and the PMNCH Secretariat, each PMNCH constituency is encouraged to mobilize at least one new government commitment for each upcoming commitment round. The PMNCH Secretariat will support constituency leads in developing tailored information packs about the commitment process and progress to date, so that information can be shared widely within constituency groups about the Call to Action campaign, including its goals, 7 asks, commitments pledged to date. In doing so, constituencies are encouraged to identify, agree and articulate their unique contribution in supporting governments in making and upholding commitments, communicating the “value-added” of coming together as constituency members within PMNCH. These joint statements of intent can be promoted and shared within the
context of the Call to Action campaign, e.g., posted on the Call to Action campaign hub and launched at a future PMNCH global event.

The Secretariat will also be responsible for coordinating efforts among constituency groups, identifying potential synergies and alerting for duplication, as well as identifying opportunities for Board leaders and other high-level champions to support constituency- and partner-led outreach, including through relevant multi-lateral global and regional political engagement processes.

The following steps are recommended for each constituency:

1) **Plan**: Constituency leaders to discuss potential opportunities for mobilizing new commitments, as well as opportunities for follow-up on the existing 10 country commitments (December 2020);

2) **Communicate**: Amplify key messages about the campaign and the commitments process; organize constituency-specific webinars to encourage member-discussion about priorities for leveraging commitments from target countries, including with respect to key gaps/opportunities against the 7 asks; agree and articulate the “added value” of the constituency in supporting governments to implement commitments;

3) **Coordinate**: Communicate with other PMNCH constituencies to assess scope for joint mobilization;

4) **Mobilize**: Agree on a targeted, time-bound plan, including specific roles/responsibilities, for mobilizing new commitments and contributing to follow-up of existing commitments.

**Question 7: What actions can partners take to mobilize and follow-up?**

A: Here are some examples of what PMNCH partner-organizations can do alone and/or together via local networks:

- Convene partner meetings and/or support existing national multi-stakeholder platforms to table agenda items to review commitment content and track/report on progress;
- Host webinars or Q&A panel events between non-state partners and government leaders to discuss commitments, assess and agree on how partners can support these efforts with evidence, technical assistance, advocacy/communications, financial support, innovations, advocacy, or other inputs;
- Customize/translate global Call to Action toolkits/commitment packs for local use by partners;
- Produce blogs/social media posts to share and “socialize” information about the content of existing Call to Action national commitments and/or new commitment opportunities, generating broad awareness/interest/support among partners/members;
- Connect with media and parliamentarians to share and amplify efforts.

**Question 8: What are the deadlines for submitting a commitment?**

A: There will be three rounds in total of commitment-gathering in total during the 24-month campaign.

**Round 1** took place in December 2020, resulting in the presentation of 10 government commitments and one private donor commitment, totaling more than $20 billion.
**Round 2** concluded in May 2021 resulting in the launch of commitments at the Lives in the Balance 3 summit where country leaders highlighted the pro-equity investments, policies and programmes they are leading to combat the devastating social and economic effects of COVID-19.

**Round 3** is underway with a Deadline of 21 August 2021, and the commitments will be launched in September alongside the United Nations General Assembly 2021.

In 2022, attention will shift to implementation and progress reporting on commitments made.

**Question 9: How will commitments be tracked?**

**A:** Commitments will be tracked primarily at the national level. The COVID-19 Call to Action campaign will strengthen national dialogue and accountability mechanisms, including community-based mechanisms to highlight and amplify the needs and experiences of women, children and adolescents in relation to their health and rights during COVID-19.

PMNCH will support civil society, youth, parliamentarians, multilateral organizations, the media and multi-stakeholder platforms to advocate for WCAH and hold the government to account for the delivery of Call to Action campaign commitments. This will include the development of tools, maps, and other online resources -- available through PMNCH's digital platform and campaign hub -- to support coalition building and engagement; joint advocacy, including budget advocacy; and social accountability.

Global level platforms and processes, such as the PMNCH Accountability Breakfast and related global media campaigns, will play a vital role in supporting national accountability processes, best practices, lessons learned, and country-led requests for multi-stakeholder support to be shared.

In the coming months, the PMNCH Accountability Working Group will play a leading role in defining opportunities and potential outputs to support countries in tracking and monitoring progress against commitments.

**Question 10: How will the PMNCH Secretariat support the campaign?**

**A:** The PMNCH Secretariat is organized into function-based teams, each designed to provide specific contributions for partner-led mobilization of commitments and follow-up on commitments. This includes:

**Partner Engagement and Governance Team** (Anshu Mohan, Team Lead: mohana@who.int)

**Role:** Overall coordination of constituency + governance structure support

- Coordinate PMNCH constituency focal point support within the Secretariat, including regular report-back meetings within the Secretariat for updates/information flow;
- Ensure timely communications with EC/Board/Governance Committee members on commitment mobilization;
- Engage with Partner Engagement in Countries Committee (PECC) to identify/assess country engagement opportunities, including through national Multi-Stakeholder Platforms;
Digital Communications Team (Mijail Santos, Team Lead; msantos@who.int)

Role: Produce digital platforms for sharing and coordination; produce communication “info packs”, tailored to constituency needs

- Produce tailored packs of Call to Action information materials for commitment outreach by each of the 10 PMNCH constituencies;
- Produce tailored packs of Call to Action public information and communication materials for use by country partners, including ministry communication departments of each commitment-making government;
- Establish and operate Call to Action digital campaign hub;
- Identify best channels to reach constituency members with info packs, as well as mechanisms to share information with broad PMNCH membership/EC and Board on commitment outreach progress;

Campaigns and Outreach Team (Kadi Toure, Team Lead; tourek@who.int)

Role: Use Call to Action campaign strategies to mobilize, connect, amplify 7 asks

- Champions: Produce targeted and timely letters/outreach from PMNCH Board leaders and other high-level champions to encourage commitment by national leaders; identify opportunities to leverage multi-lateral and regional political processes for national commitment-making;
- Grassroots: Align PMNCH small grants (MSPs, AYC, CSO) with in-country coordination of partners for commitment-follow-up and mobilization;
- Media: Strategic planning of press and social media amplification of commitments (e.g., champion op-eds, e-blast, web, social media), pegging to global dialogue events (e.g., Lives in the Balance e-Summit, May 2021);
- Advocacy Working Group/Strategic Advocacy Committee: Support outreach to Advocacy Working Group/Advocacy Reference Group members + other global health-related partnerships and platforms (GFF, Gavi, WASH, etc.)
- Global dialogue platforms & press campaigns: Lead planning for launch of Round 2 commitments at Lives 3 (session speakers, video, PR, etc.), and onward planning for the launch of Round 3 commitments at the PMMCH Accountability Breakfast (Sept 2021).

Knowledge Synthesis Team (Etienne Langlois, Team Lead; langloise@who.int)

Role: Ensure messaging and analysis is evidence-based; develop resource tools for country partners disseminated through the PMNCH Digital Platform

- Ensure relevant tools, resources, and Call to Action evidence on the 7 asks are shared in partner-focused resource packs;
- Ensure champion/media messaging is evidence-based, including financial analysis of commitments;
- Support members of the PMNCH Knowledge & Evidence Working Group to guide on tools and resources for partner-based action;
- Support members of the PMNCH Accountability Working Group to advise on national commitment progress monitoring/reporting, building on valuable lessons learned from EWEC.