PMNCH COVID-19 & WCAH Material Review and Publication Policy

As a WHO-hosted partnership, PMNCH will apply the following approach to its COVID-19 knowledge and dissemination work to ensure quality and consistency:

- All information materials disseminated by PMNCH will be aligned with official WHO guidelines and recommendations. PMNCH will include explicit disclaimers to that effect.
- All resources disseminated by PMNCH that contain evidence-based guidelines relating to Covid-19 and WCAH will be sourced directly from WHO or UN agencies, provided they are in line with official WHO recommendations.
- All information materials produced by PMNCH that translate evidence-based guidelines (e.g., videos, knowledge summaries) will be disseminated after the appropriate internal clearances required by PMNCH and WHO for consistency and accuracy of information.
- All advocacy and communication materials produced by PMNCH that refer to Covid-19 but do not contain evidence-based guidelines (e.g., fact-based infographics for web and social media dissemination; live event postings; champion statements, WhatsApp postings, etc.) will be disseminated after the appropriate internal clearances and consultations have been completed.

Background

As COVID-19 has spread, so has misinformation, fueling discrimination and stigma, and leading to numerous calls and actions to promote “facts over fears”. Given the rapidly changing situation, there is a clear need for up-to-date and trustworthy information on mitigating the risks and impacts of COVID-19 and contributing to the response to the pandemic.

As the world’s largest alliance on WCAH and through its nature as a multi-stakeholder platform and a partnership hosted by WHO, PMNCH has a critical role to play in leveraging and amplifying the work of its members and partners in the COVID-19 response. The evidence and lessons on COVID-19 and WCAH are evolving swiftly and PMNCH partners need reliable and policy-relevant information, including scientific evidence complemented by best practices, lessons from the fields and insights into what works and how to enhance WCAH in these trying times.

To address these challenges, PMNCH’s response to the pandemic includes amplifying our partners’ work and co-developing material on women, children and adolescent health in the context of COVID-19. PMNCH has developed a digital and living compendium of resources and tools produced by partners, collating the latest evidence-based resources on WCAH challenges related to the pandemic. PMNCH is also collaborating with key partners in co-producing toolkits on COVID-19 & WCAH, aiming to facilitate knowledge translation, dissemination and uptake, and providing access to information, tools and resources needed to support the unique needs of women, children and adolescents. The toolkits showcase evidence-based guidance, advocacy & communications material as well as country lessons and
field experiences, with a view of providing multi-media information packages that are action-oriented and user-friendly.

Appendix 1 includes a template summarizing the content of the COVID-19 & WCAH toolkits, which can be adapted according to the availability of resources and the end-users’ needs and preferences.

**PMNCH Review and Inclusion Policy**

Following discussions with the Executive Committee and the Evidence & Knowledge Working Group, PMNCH has developed a policy to guide the review and inclusion of resources and documents in repositories and toolkits published on its website.

PMNCH will include a disclaimer noting that the resources listed have been developed by partners and members and that PMNCH, as a hosted partnership by WHO, will not include guidance contradicting official WHO recommendations.

The webpages hosting the resources – including the digital compendium and toolkits – will include the following disclaimers:

Compendium:
**Disclaimer:** This is to inform our readers and members that given PMNCH is not a guidance generating organization, the resources listed in the Compendium have been developed by our members and partners. As a partnership hosted by WHO, PMNCH is only including resources that are aligned with official WHO recommendations.

Toolkits:
**Disclaimer:** As a partnership hosted by WHO, PMNCH is only including resources in the toolkits that are aligned with official WHO recommendations.

Each suggested resource will be reviewed by PMNCH to ensure it is robust, evidence-based, up-to-date and aligned with official WHO messaging and recommendations.

**Resources including evidence-based guidelines**

For published resources that include evidence-based guidelines and clinical/practice recommendations, PMNCH will only showcase the most up to-date guidelines from WHO or UN agencies, following a vetting process to ensure the resources are in-line with WHO recommendations.

In the instances whereby PMNCH is developing a knowledge translation product involving recommendations pertaining to the COVID-19 response, the material will be submitted for the appropriate internal clearance (see example in Box 1).

**Box 1. Video on breastfeeding and COVID-19 infected women**

PMNHC has developed a video on breastfeeding in times of COVID-19, whereby the content is a direct translation of WHO guidelines, including infection prevention and control for breastfeeding women infected by or suspecting infection with COVID19. The messaging and storyboard were developed in close collaboration with WHO MCA and DCO departments and is co-branded by WHO. This is an example of knowledge translation product requiring submission to the appropriate internal clearance.
Appendix 1. Template to guide the development of the COVID-19 & WCAH toolkits

Thematic area

Key theme and sub-theme(s) addressed in the toolkit.

Toolkit themes to choose from:
Maternal Health; Newborn Health; Stillbirth; Child Health; SRHR; Adolescents Health; ECD; HFS; Innovation and Digital Strategies for COVID-19; Social, Behavioural and Community Engagement Interventions; Financing; Multi-sectoral action; Accountability; Essential WCAH Interventions

Brief Overview

Top-level highlights (2-3 lines) to introduce the subject, target audience(s), multi-media content and stakeholders engaged.

Stakeholder engagement

List here the PMNCH partners and members involved in the development of the toolkit and highlight co-branding, if any.

Example: WHO co-branding for the breastfeeding and COVID19 video.

Advocacy and Key Messages

Include high-level champions messages and quotes that could be showcased in the toolkit (e.g. UN Special Envoy on Youth) and calls for action and advocacy asks.


Example of advocacy asks: messaging on protecting essential WCAH interventions in times of COVID-19 or upholding SRHR. See tile 3 of the infographics series (e.g. IPV advocacy asks: https://we.tl/t-fncFUKuo5Z)

Multimedia assets

This section should include multimedia products such as videos, animations, podcasts, recordings, etc. Include here evidence-based and policy-relevant data visuals and infographics.

Examples: infographics tiles on IPV produced by PMNCH and co-branded with HRP and WHO https://we.tl/t-fncFUKuo5Z
Social media

- Icons to share the toolkit on social media (Twitter, Facebook, Instagram, etc.)
- QR code to WhatsApp channel
- Relevant partners’ Twitter handles

Guidance resources

List here key guidance documents as per the abovementioned PMNCH publication policy on COVID-19 & WCAH resources. As such, PMNCH’s policy on publication of COVID-19 & WCAH resources stipulates that for clinical and practice recommendations, the website should only showcase the most up-to-date guidelines from UN agencies, especially WHO.

Resources included in the toolkit should be aligned with official WHO recommendations and adequate due diligence needs to be implemented in the vetting process.

When a resource or knowledge translation product involves WHO recommendations pertaining to the COVID-19 response, the material should be submitted for appropriate internal and WHO clearance.

Q&A

Include here Q&A’s on the relevant toolkits thematic topics for WCAH and COVID-19. This section will be based on existing guidance and Q&A’s from UN organizations and WHO.

Example: Q&A: Breastfeeding and COVID-19

Best practices and peoples’ voices

Include here interesting best practices, inspirational human stories, country examples, experiential learnings and lessons learnt that provide added value vis-à-vis the other resources already included in the toolkit. This section is meant to illustrate efforts and experiences around the world to tackle COVID-19 and does not attempt to provide normative or technical guidance.

Link to the online form to submit your stories:

“Get involved”

Describe the engagement strategies to stimulate partners’ engagement and contribution to this stream of work on COVID-19 and WCAH and what the main ‘ask’ for user to see what the document is about

Example: Calls to action, response plans etc.
Coronavirus Disease (COVID-19) Pandemic UNFPA Global Response Plan