

Elements for an Emerging Political Engagement Strategy

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Political Engagement Strategy (PES). Why we need it?



▪ THE PROBLEM:

WCAH risk getting lost in a shifting political, financial and development landscape at national & international level, including within the UN.

▪ THE PLATFORM:

As a multistakeholder global platform to support the implementation of the Global Strategy, the largest of its kind, PMNCH is well fit to use its convening power to build alliances and resource basis for action at global, regional and country level on WCAH.

▪ A TOOL:

The Board Retreat last August identified the need for a political engagement strategy to mobilize a network of top men, women and young leaders to exert their influence, knowledge and voices to produce concrete changes in policies and behaviors leading to better health in the six PMNCH priority objectives.

Objective for a PES



- To orchestrate a movement with **key actors/champions** in **key regions and countries**, armed with a few **relevant key messages on expected changes** on WCAH, founded in the **best evidence** and illustrated through successful stories and experiences, that will capture the commitment and action of decision-makers and the public.
- Move gradually and in a phased manner, showing results at every step and setting.
- Ultimately the aim is to obtain concrete results and changes in political commitments and resources for the Health (and Rights) of Women, Children and Adolescents.
- **Any other?**



Overall PMNCH Goal

- To ensure WCAH remain a top priority in terms of political support, financial commitments and development impact.
- Renew and increase commitments by top leadership by WCHA.
- Align and create synergies for funding WCAH.

How do we get there?

Theory of Change



- The PES would **streamline and focus** the considerable influence of PMNCH to promote and realize key changes/results, moving gradually and in selected contexts.
- An **"orchestration" methodology** could be used:
 - **Key actors** armed with **relevant key messages** related to each PMNCH priority, **tailored to each political context** and specific local/regional interests, based in the **best possible science and data**, supported by clear arguments and good stories.
 - **"Saturating the market"** through the best channels to defined target audiences or communities of action/influence. **Examples Boston Basics on ECD/Food Labeling in Chile.**
 - Test, unfold, review and report (Design monitoring framework/KPIs???)

Products

Theory of Change:



- Key political actors/champions identified and engaged
 - Communications strategy developed and vetted by SFC
 - Channels selected and funded through partners e.g. youth and women associations, medical syndicates, others (roadmaps per event/actor)
 - Leveraging of key actors by PMNCH Chair and partners
- Key messages articulated/unpacked in terms of clear changes expected
 - Each supported by briefs and tools (evidence, success stories, best practices, other) and "model" brief developed
- Short term plan finished, sequencing agreed?
- Annual report with outputs issued
- IAP engaged and reporting.



Impact on PMNCH Priority Objectives Theory of Change

- Ensure ECD as an integral part of WCAH policies and programs
- Enact National plans for adolescents and empower national youth coalitions
- Ensure quality, equity and dignity in the provision of services for WCA
- Adopt comprehensive SRH interventions
- Empower women for the advancement of WCAH (and Rights)
- Ensure WCA are central to interventions in humanitarian and fragile settings.

Enablers



- The Chair and members of the PMNCH Board are critical to launch and support the PES.
- Tools to apply for further defining the PES are being developed by the PMNCH, including a map of Platforms and Opportunities, a list of Potential Partners and Champions and a Map of Networks. PMNCH is also developing its digital strategy that will be used, among others, to produce basic documents backing the Key messages and create the network to support the PES.
- The Secretariat will create the budget lines to support the activities related to its functions of Analysis, Alignment, Advocacy, and Accountability.

Questions to the Board



- Would the above Objective of a PES meet your agreement? Anything to add or comment?
- Would you agree the proposed LANDSCAPE ANALYSIS of PMNCH and a Political Engagement Strategy are linked and can help a process of focusing and prioritizing?
- On the WHAT, given the discussion on risks facing WCAH which message or messages on key changes you would put forward?
- WHERE? global, regional, country level, which platforms? How to ensure partners and observers are consulted so that choices are relevant to specific contexts?
- Would you agree to a phased approach with quick turn around cycles, to move gradually with priorities and communities?
- Would you agree to use an orchestration methodology including saturating the market?



Thank You!