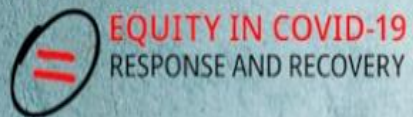




LIVES

IN THE BALANCE



17-18 May 2021

EVENT SUMMARY



The results

1,220
Registrants

From 79
Countries

933 unique
viewers, 75% of
registrants

47 speakers, 2
performers from
21 countries

Estimated Social Media
Reach
1.5M: #LivesintheBalance
2.7M: #COVIDCalltoAction

More than 1B
estimated media
impressions



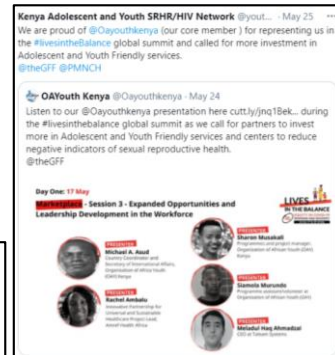
Social media reach and interactions



	LITB2	LITB3
#LivesintheBalance	1.3M/2767	1.5M/3382
#COVIDCalltoAction	324K/681	2.7M/7915

Top public profiles:

@PMNCH
 @mbachelet
 @oayouthkenya
 @AbukaAlfred
 @kinyi9
 @UNHumanRights
 @HennetKenya
 @simwaJoseph1
 @MoHFW_India
 @nyawe_nyawe



Most active profiles:

@PMNCH
 @oayouthkenya
 @hcrffngo
 @AbukaAlfred
 @katy_woods
 @nyawe_nyawe
 @kinyi9
 @simwaJoseph1
 @HennetKenya
 @MatthBurkhalter
 @TechChange

Media reach

- Broad geographical reach, with a particular focus on LAC region, Africa and India, where coverage continues to grow in number and quality.
- **45 media registrations** - with a good geographical spread across regions.



More than 50 media outlets published articles or interviews

- DW Notices
- Kenya Broadcasting Corporation – over 10 million in Kenya
- SABC Channel Africa 3 high profile live news interview with key PMNCH spokespeople
- Nigerian News Agency
- Xinhua and China agency
- Guardian UK, interview request pending with Jen Stein, USA
- Voice of America
- BBC World Service the Conversation



Summit objectives

The Summit builds on the previous Lives in the Balance summits, which revealed the urgent needs of women, children and adolescents during COVID-19, and enabled coordinated action by partners and governments to help meet those needs. The format was designed to:

- **reflect** on how well countries have been able to implement equity enhancing strategies to protect the health and wellbeing of women, children and adolescents, particularly those with the least access to social, economic and political power;
- **share** lessons, tools, and resources on why focusing on women, children and adolescents in national COVID-19 responses is key;
- **collaborate** by identifying ways to promote equity and realize the [PMNCH Call to Action on COVID-19](#), including aligning partners for common action around the 7 asks;
- **act** by demonstrating how countries are improving women's, children's and adolescents' health in the context of COVID-19, including making commitments to the COVID-19 Call to Action.

The event platform - discussions

Share your story of inequity



PMNCH Executive Director Helga Fogstad shares a personal and thought-provoking story about the recent birth of her first grandchild.

Tell us:

What inequity have you faced in your world because of COVID-19?

What have you managed to achieve, despite COVID-19?



Amelia Frederick a month ago

Inequality is a big challenge to women, Looking at the Covid19, within my country, its has been accompanied by a shadow of SGBV. Since government imposed quarantine restrictions to limit the spread of the virus, there has been a massive of increased in sexual violence among young women and children. For this reason there has been an increase in mortality and as well as child breath. Women have been marginalized for a long time and they need equal opportunities and care to enable them become productive and educative..



Latest Activity



Balqiaz Khan a month ago

Hello Everyone greeting From
RIHRDO (Rural Infrastructure and
Human Resource Development
Organization) In Pakistan Executive
Director Balqiaz Khan marwat to
attend session (rihrdo@gmail.com)
923018082785 /
<http://www.rihrdolakki.org>

Responses (21)



Aishatu Gubio a month ago

Inequity faced because of covid 19. The crisis has led to economic instability where so many businesses had to stop, there by leading to low income. The education sector was not left out as social interactions had to be reduced to stop the transmission of the virus. There was increase in poverty rate.

Achievements despite Covid 19. Has thought me how to improve myself self despite the lockdown. I have been more conversant with social media in a positive way. I have engaged myself in online trainings about covid 19 and the Health sector. It has also thought me how to work from and deliver.

The program

- 4 partners – PMNCH, CORE Group. Global financing Facility for Women's, Children's and Adolescents' Health (GFF) and Gavi, the Vaccine Alliance
- 7 hours over 2 days
- 47 speakers
- 7 parallel sessions
- 9 marketplace presentations
- 1 head of state
- 2 high profile champions
- 3 previous commitments + 3 new commitments



The agenda

17 May

Opening session

Setting the scene for the summit, this session will include an introduction by the moderator, Ilana Sod, a video, and a monologue by Elif Shafak, award-winning Turkish author.

Leadership dialogue: “Looking back, looking ahead: COVID-19 one year on – what does equality mean now?”

Speakers: Chaired by Rt Hon Helen Clark, PMNCH Board Chair

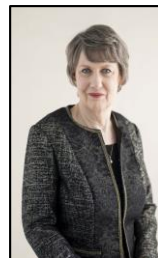
H.E. Mia Amor Mottley, Prime Minister, Barbados

Wendy Morton, Minister FCDO, UK

Awa Marie Coll-Seck, State Minister to the Presidency, Senegal

Jen Klein, Executive Director and Co-Chair, White House Gender Policy Council, USA

Nazish Karim, Provincial Trainer, Pakistan



Music video by Neneh Cherry and a conversation with Neneh Cherry and Helen Clark

Parallel sessions

Importance of health-care workers in the COVID response: investing in midwives (Ask 4 of the PMNCH COVID-19 Call to Action).

Moderator: Kaveri Mayra, midwife, post-graduate research student, India

- Jihan Salad, SHRH Specialist, United Nations Population Fund (UNFPA) Jordan
- Jo Moir, Deputy Director of Global Health, Foreign, Commonwealth and Development Office, United Kingdom
- Sandra Oyarzo Torres, Vice President, International Confederation of Midwives; Associate Professor, Universidad de Chile; Women in Global Health Board Member

The agenda

Parallel sessions, cont.

Let's talk about sexual and reproductive health and rights, violence and gender equality (Asks 2 and 7)

Moderator: Lopa Banerjee, Director of the Civil Society Division, UN-Women

- Executive Coordinator for Generation Equality, UN Women
- Camila Fernández, Travesti-Trans Advocate; SheDecides 25x25 Young Leader, Argentina
- Ann Biddlecom, Director of International Research, Guttmacher Institute
- Elisabeth Sidabutar, Humanitarian Programme Analyst, UNFPA Indonesia

Equity enhancing strategies: what works to ensure that COVID-19 responses do not leave anyone behind (Asks 1, 3 and 5)

- Moderators: Ranjana Kumar, Head of Health Systems Planning, Management & Performance, Gavi, and/ Petra Vergeer, Lead for Knowledge & Learning and the Result Based Financing, GFF
- Mark Hanson, Director of the Institute of Developmental Sciences, University of South Hampton
- Amir Aman Hagos, Senior Advisor, Global Financing Facility and former Minister of Health, Ethiopia
- Stephanie Yao, Director of Advocacy, Association de Soutien à l'Autopromotion Sanitaire et Urbain, Cote d'Ivoire

Investing in social and environmental determinants of health (Asks 5 and 6)

- Moderator: David Imbago Jácome, Technical Programs Officer, CORE Group
- Purnima Menon, Senior Research Fellow, International Food Policy Research Institute
- Mary Eyram Ashinyo, Quality Lead, Institutional Care Division, Ghana Health Services
- Helena Dollimore, Senior Manager, Global Sustainability, Unilever



The agenda



Marketplace: spotlight on health workforce innovations (Ask 4)

Innovations in education

Production of health workforce knowledge and tools to meet the demands of health professionals; this may include design of education programmes and/or quality control.

Expanding Opportunities and Leadership Development in the workforce

Creating demand for and supply of jobs based on innovative planning, attraction, recruitment and retention measures.

Enhanced service delivery Improvements in professional regulatory

Improvements in professional regulatory systems and workplaces.

18 May

A Conversation between Julieta Martinez and Michelle Bachelet: COVID-19, human rights, and women's, children's and adolescents' health

A word from Titilope Sonuga



Countries respond to the COVID-19 Call to Action

Countries announce their plans to address the inequities experienced by women, children and adolescents. Countries that have made commitments in December will share progress on the implementation of these commitments. The session will also highlight new countries that have joined the ranks of commitment makers.

The agenda

Parallel sessions: building partnerships across actors and sectors for better health



Kenya:

Moderator: Dr. Mercy Onsando, Chief Executive Officer of Health NGOs Network (HENNET)

Speakers:

1. Mercy Mwangangi, Chief Administrative Secretary, Ministry of Health, Kenya
2. Elizabeth Adongo, Senior Advisor to Cabinet Secretary, Ministry of Public Service, Youth & Gender Affairs, Kenya
3. Hon. Sabina Wanjiru Chege, Chairperson to the Parliament Health Committee
4. Medhin Tsehau, UNAIDS Country Director, Kenya
5. Pauline Anyona, Adolescents and Youth Sexual and Reproductive Health and Rights advocate, Kenya



Liberia

Moderator: Joyce Kilikpo, Executive Director, Public Health Initiative Liberia

Speakers:

1. Bentoe Tehoungue, Director of the Family Health Division, Ministry Health, Liberia
2. Hon. Moima Briggs Mensah, Member of Parliament, Liberia
3. Rhodoxon S. Fayiah, Journalist, Liberia
4. Jutomue Doetein, Child and Youth Right Advocate, Shalom Liberia



The agenda

Parallel sessions: building partnerships across actors and sectors for better health, cont.

Nigeria:

Moderator: Aminu Magashi Garba, Coordinator & Founder, Africa Health Budget Network (AHBN)

Speakers:

1. Salma Anas Kolo, Head of Department and Director Family Health Department, Federal Ministry of Health, Nigeria
2. Hon. Muhammad Usman, Immediate Past Deputy Chair of the Healthcare Services Committee, Nigeria's Federal House of Representative and Chair of the National Advocates for Health
3. Racheal Abujah, Health Correspondents with News Agency of Nigeria
4. Toyin Chukwudozie, Head of Programs, Education as Vaccine & PMNCH AYC



Closing

Where should we go next? We have shared the latest evidence, and heard from community actors about their experiences and best practices and from political leaders about their commitment to women's, children's and adolescents' health and well-being. In the closing session, leaders of global financing institutions will describe how they can help drive change and what we can all do to support them.

Game-changers delivering support for missed communities:

Anuradha Gupta, Deputy Executive Director, Gavi

Monique Vledder, Practice Manager, GFF

Vandita Morarka, Founder and CEO of One Future Collective

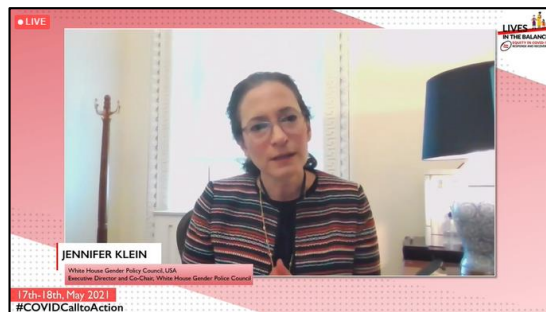
Closing addresses:

Helga Fogstad, Executive Director, PMNCH

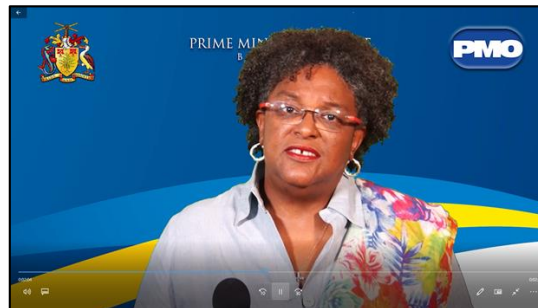
Lisa Hilmi, Director, CORE Group

The discussions

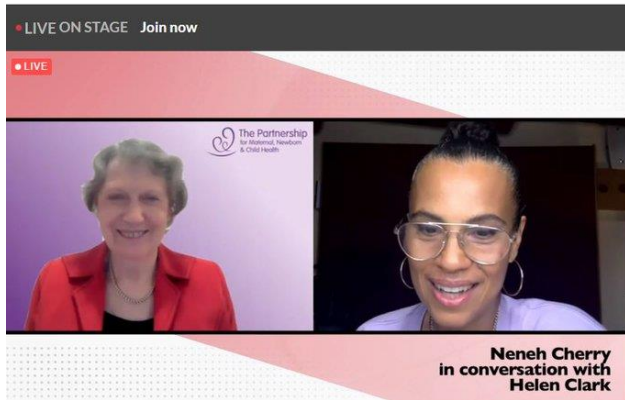
Opening session



Leadership dialogue



The discussions



Performance by
Titilope Sonuga
distributed in social
media



Closing



The commitments

Follow up video to commitments made in December and country breakout sessions (Kenya pictured)



Lives in the Balance: Equity in COVID-19 Response ...
On 17–18 May 2021, PMNCH, CORE Group, the
Global Financing Facility for Women, Children and ...
[youtube.com](#)



Three new commitments

PMNCH @PMNCH · May 18

Malawi commits to strengthening #SRHR by finalizing its relevant national strategies and incorporating responses to emergencies, including #COVID19. → bit.ly/33T2QhS #COVIDCallToAction #LivesInTheBalance @HonKandodo @health_malawi @COREGroupDC

MALAWI

PMNCH commends Malawi for joining the #COVIDCallToAction and their commitment to women's, children's and adolescent's health

CALL TO ACTION
www.pmnch.org

PMNCH @PMNCH · May 18

South Africa commits to reviewing national #COVID19 policies for adolescents and youth #SRHR to ensure adequacy and responsiveness of programmes. → bit.ly/33T2QhS #COVIDCallToAction #LivesInTheBalance @DrZweilMkhize @GovernmentZA @GautengHealth @COREGroupDC

SOUTH AFRICA

PMNCH commends South Africa for joining the #COVIDCallToAction and their commitment to women's, children's and adolescent's health

CALL TO ACTION
www.pmnch.org

PMNCH @PMNCH · May 18

Panama commits to strengthen all levels of care in response to #COVID19 with an enhanced focus on women, children, adolescents and the most vulnerable. → bit.ly/33T2QhS @MINSAPma #COVIDCallToAction #LivesInTheBalance @COREGroupDC

PANAMA

PMNCH commends Panama for joining the #COVIDCallToAction and their commitment to women's, children's and adolescent's health

CALL TO ACTION
www.pmnch.org



Share your stories of inequity



Helga Fogstad
Executive Director, PMNCH



Anuradha Gupta,
Deputy CEO, Gavi



Lisa Hilmi
Executive Director, PMNCH



Community voices



An engaged audience in the chats

Does this not really demand organizational change in global institutions such as WHO and other UN agencies, as well as how the health sector/system behaves nationally e.g. recruitment practices, working conditions to address and reduce overt and unintended discrimination actively. We are good trying to address and improve gender equality in programs and services but less focused on institutional and systems change. So yes, how do we get this organizational change please?

My question is directed to Hon Awa Marie Coll-Seck - The rise of misinformation and disinformation on Covid-19 Vaccine has resulted in vaccine hesitancy and general low uptake in most African countries. What needs to be done to encourage a lot more Africans to willingly come forward and embrace the vaccines so that countries can move forward towards achieving the much needed herd immunity? Itai Rusike, Community Working Group on Health in Zimbabwe

White Ribbon Alliance UK would really like to know the response to the earlier question: Could Wendy Morton help us to understand how the UK Government swinging cuts in AID funding (eg cancellation of £48 million THET grants) help this agenda when many proposed projects were directed exactly towards improving the areas she cited? Thankyou

Jenn Klein, so fantastic to have you back in leadership position! And recognizing we must address inequities domestically and internationally -- and holistically. How will the Council interact with USAID priorities which tend to be more siloed? How will the Council influence other governments -- such as the UK -- who are slashing support for women's, children's and adolescents' health?

great Sabina's message on associating community participation with accountability and governance. Most needed

As with others, could Wendy explain the decrease in funding for SRHR projects? Also, unless you engage with the fundamental issues, ie culture and patriarchy, how can there be change? Why are these issues not dealt with when designing projects? Covax have distributed 67 million doses to 124 countries: <https://www.gavi.org/covax-vaccine-roll-out> That's nearly what the UK has administered to its citizens. Unless the G7 act, then there won't be any change. Does Wendy have any comments on this?



An engaged audience in the chats

Camila, thanks for sharing this, especially today, as we celebrate the International Day Against Homophobia, Biphobia and Transphobia. How would you suggest organizations can better support mental health of the LGBTQI+ community? Does technology help?

Thanks to Amir for highlighting the important of alignment of programmatic resources and political will in supporting the most vulnerable. These vulnerabilities have been amplified by COVID-19, but they have always been there, as was said. The unimmunized kids, the adolescents without access to FP, the caregivers without access to quality health services - these are largely the same populations. The challenge is that these populations do not typically have a lot of political clout and the channels to improving this will be well beyond the health sector. So what has worked well in doing this?

Hi Maddie, my question is that how is the addition of tools affecting attention span of the provider in attending to mother? my fear is that we may be pushing so much technologies around the delivery room and dividing attention of the provider and yet in some situations what is necessary probably is adding more staff and less of tools.

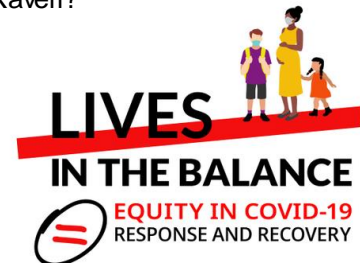
Chemuko Fred from Uganda, there's need to revitalize the CSO's engagement to be able to reach out to the most vulnerable communities otherwise the likelihood of another outbreak of immunisable diseases

Teenage pregnancies and teenage HIV infections could be termed as a silent pandemic in Kenya. How is government addressing this and especially engaging civil societies and communities?

Thank you for the excellent remarks! As panelists noted, so many of the challenges facing midwives are rooted in gender inequality. What are some ways that we can better connect and partner with gender equality and feminist groups to elevate midwifery on their agendas -- especially with Generation Equality Forum fast approaching?

Ann Keeling, Senior Fellow Women in Global Health. We are supporting the call from H.E Mia Mottley for an urgent global summit to lead an equitable future after the pandemic - we recommend that women as 70% of health and care workers are central to building more equitable and resilient health systems and universal health coverage. Our question: women are 70% health and care workers but hold only 25% senior leadership roles in health. How will speakers ensure their governments invest in safe and decent work for women health and care workers with an equal say for women in decision making?

I've heard you can sum up SOWMY in two words: fight patriarchy. Do you agree Kaveri?



Social media assets in English, French and Spanish



**Reflect
Share
Collaborate
and Act**

We must urgently work together to ensure decades of progress is not lost!


#COVIDCallToAction



**Réfléchir
Partager
Collaborer
Et agir**

Nous devons collaborer de toute urgence pour que des décennies de progrès ne soient pas réduites à néant !



#COVIDCallToAction



**Reflexione
Comparta
Colabore
Actúe**

Es urgente que trabajemos juntos para que no se pierdan decenios de progresos


#COVIDCallToAction



Top tweets

Personalities, Spanish language

 <p>PMNCH @PMNCH Nos complace anunciar que @JuanaMartinezO participará en la cumbre virtual #LivesintheBalance: #Equity in COVID-19 Response & Recovery. Únase a nosotros del 17 al 18 de mayo. Regístrese >> http://bit.ly/LITB3reg #COVIDCalltoAction pic.twitter.com/3XInLcJVL</p>	<table> <tr><td>Impressions</td><td>18,504</td></tr> <tr><td>Total engagements</td><td>166</td></tr> <tr><td>Media engagements</td><td>55</td></tr> <tr><td>Detail expands</td><td>54</td></tr> <tr><td>Profile clicks</td><td>20</td></tr> <tr><td>Likes</td><td>16</td></tr> <tr><td>Retweets</td><td>10</td></tr> <tr><td>Link clicks</td><td>9</td></tr> <tr><td>Hashtag clicks</td><td>2</td></tr> </table>	Impressions	18,504	Total engagements	166	Media engagements	55	Detail expands	54	Profile clicks	20	Likes	16	Retweets	10	Link clicks	9	Hashtag clicks	2
Impressions	18,504																		
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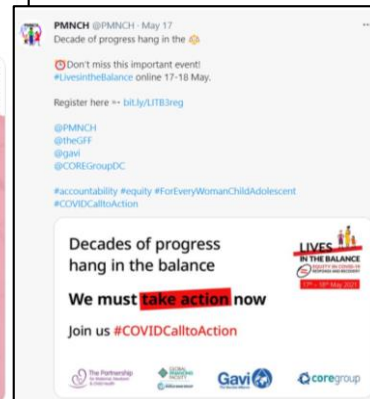
 <p>PMNCH @PMNCH @misscherry: Right now it's about talking and listening and deepening our understanding of all of the issues that we have. #LivesintheBalance #COVIDCalltoAction pic.twitter.com/mzyny3UW8Wq</p>	<table> <tr><td>Impressions</td><td>8,039</td></tr> <tr><td>Total engagements</td><td>33</td></tr> <tr><td>Detail expands</td><td>12</td></tr> <tr><td>Media engagements</td><td>7</td></tr> <tr><td>Likes</td><td>7</td></tr> <tr><td>Retweets</td><td>6</td></tr> <tr><td>Profile clicks</td><td>1</td></tr> </table>	Impressions	8,039	Total engagements	33	Detail expands	12	Media engagements	7	Likes	7	Retweets	6	Profile clicks	1
Impressions	8,039														
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Detail expands	12														
Media engagements	7														
Likes	7														
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Profile clicks	1														

4 posts from the Helen Clark and Neneh Cherry session ended up in the Top 20 tweets



Decades of progress
language resonated - with
trailer and with social media
card – with and without
speaker names

<p>PMNCH @PMNCH Decades of progress hang in the balance for women & young people. We are taking action! Join @PMNCH @theGFF @gavi @COREGroupDC @HelenClarkNZ @EIH_Safak @borgebrende @ilanaSod @JihanSalad & many more for #LivesintheBalance 17-18 May #COVIDCalltoAction Register >> http://bit.ly/LITB3reg pic.twitter.com/1UHYsh9et</p>	<table> <tr><td>Impressions</td><td>9,913</td></tr> <tr><td>Media views</td><td>696</td></tr> <tr><td>Total engagements</td><td>258</td></tr> <tr><td>Detail expands</td><td>91</td></tr> <tr><td>Profile clicks</td><td>41</td></tr> <tr><td>Media engagements</td><td>38</td></tr> <tr><td>Likes</td><td>34</td></tr> <tr><td>Link clicks</td><td>30</td></tr> <tr><td>Link clicks</td><td>16</td></tr> <tr><td>Link clicks</td><td>7</td></tr> <tr><td>Link clicks</td><td>1</td></tr> </table>	Impressions	9,913	Media views	696	Total engagements	258	Detail expands	91	Profile clicks	41	Media engagements	38	Likes	34	Link clicks	30	Link clicks	16	Link clicks	7	Link clicks	1
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3 Decades of
Progress
posts ended
up in the Top
20 tweets

Top tweets

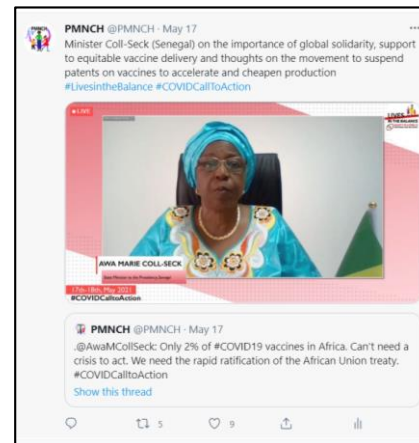
Speaker and Session Cards

<p>PMNCH @PMNCH</p> <p>Find out who else is on the #LivesintheBalance Summit & register here => http://bit.ly/LTB3reg to take part in the discussion on 17-18 May 2021.</p> <p>@Mayra_K11 @JihanSalad @jomoir @TorresOyarzo</p> <p>#COVIDCalltoAction pic.twitter.com/Bv5iK89iRu</p>	<p>Impressions 13,931</p> <p>Total engagements 157</p> <p>Media engagements 84</p> <p>Detail expands 17</p> <p>Link clicks 15</p> <p>Profile clicks 14</p> <p>Likes 13</p> <p>Retweets 10</p> <p>Hashtag clicks 4</p>
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Ministers

Stories of inequity



Top tweets

Performance of stats posts was average, unless associated with a bigger initiative.



Opens of the social media kit increased from 444 for LITB2 to 844 for LITB3