



PMNCH closer alignment with EWE

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The Partnership for Maternal, Newborn & Child Health

Every Woman Every Child and PMNCH: *Better alignment for better results*

- EWEC Framework aligns SRMNCAH partners in SDG era, harnesses energy toward common goals
- EWEC since 2010: Increasing brand recognition, powerful political champions including the UN SG, links health with drivers of change across the SDGs
- PMNCH: since 2005: Increasing partners (800+, 77 countries), constituency groups (10), evidence-based advocacy and accountability with proven results
- Yet: How to reduce gaps between global policy positions and action on the ground? How to keep health high on political agendas? How to work across the SDGs to ensure women, children, adolescents survive, thrive and transform?

Proposal 1: Common branding for stronger joint identity

- New name and logo allows for full SRMNCAH+N continuum, bringing PMNCH into the SDG era and aligning with EWEC
- New tagline highlights importance of adolescent health
- Empowerment : key concept across SDGs
- Retains PMNCH identity through purple colour, ribbon, name (Partnership for...)



Proposal 2: Common website for stronger action

- Current situation: Two different websites, two different Twitter accounts, two different Facebook sites = fractured audiences, messages
- Proposed change: Produce a common website for advocacy and accountability, promoting EVEC messages and directing partners to key resources for improved alignment and action
- Proposed process: Unify on the www.everywomaneverychild.org site. Integrate PMNCH content and create a common hub for content from other EVEC partners -- within health and across the SDGs
- What would change: New site design, attractive campaign “face” combined with news, information and tools for stronger partner action

Proposal 3: Common work plan for stronger impact

- Current situation: Two different work plans, clear domains often unclear in practice = potential duplication, confusion (internal and external)
- Proposed change: Unify PMNCH and Executive Office of the UN Secretary General (EOSG) workplans to clarify roles and responsibilities in common areas of EWEC advocacy, accountability and partner alignment
- Proposed process: Expand approach of EWEC Partners framework, with fully combined PMNCH-EOSG workplan for 2018 at outcome and output levels
- Potential implications: Joint fundraising, joint secretariat functions, joint oversight, joint reporting

Navigating together: Consultation and guidance

Proposed next steps for discussion and consultation:

- Establish ad hoc working group linked to the EC to guide consultation on branding, website and joint workplanning processes
- Agree timeline for development with 2017 and 2018 milestones to undertake clear and accountable action



Phased approach: Milestones 2017-2018

- **Sept 2017 (UNGA, New York)**

Unveil *Partnership for EWEC* brand, soft launch of common EWEC website and social media platforms

- **May 2018 (WHA, Geneva)**

Joint website fully functional, joint 2018 PMNCH-EWEC workplan fully agreed

- **EWEC Partners' Forum (TBC)**

Organize joint forum to drive attention and progress for *Global Strategy* through closer partner alignment



Thank you

