



PMNCH'S Response to COVID-19



PMNCH's COVID-19 Response Strategy

At the Partnership for Maternal, Newborn and Child Health (PMNCH) we are working with our members to stop the COVID-19 pandemic from becoming a lasting crisis. We are the only platform that brings partners together, across the continuum of care and in the global health community, to drive action for change. In the context of COVID-19, this mandate is all the more pronounced given that woman, child, and adolescent health has experienced significant setbacks. We now need to ensure that these disproportionately served population groups receive better investments, effective policies, and improved services to not just survive the pandemic but to thrive beyond it. Our response to COVID-19 is guided by three aspects of our core function to advocate for change through:

- 1) Synthesizing and disseminating knowledge
- 2) Designing and implementing Campaigns and Outreach strategies
- 3) Engaging partners to align in doing more together than alone

1. Knowledge Synthesis



Raising the voices of underserved women, children, and adolescents means listening to and understanding the needs that communities articulate within their unique circumstances. In response, we synthesize this knowledge into interactive resources and facilitate effective sharing amongst partners.

The **PMNCH Call to Action on COVID-19** is an [initiative](#) that amplifies the need for urgent evidence-based action, as expressed through our 1,000 partners in diverse settings across the globe.

It asks for accountability among leaders and governments in diminishing the negative effects of the COVID-19 pandemic on women, children, and adolescents. We aim to strengthen political commitments, policies, and financing for gender equality, preventing violence against women, and sexual, reproductive, maternal, newborn, child, and adolescent health and well-being. We have created seven policy briefs on the COVID-19 asks. The Call to Action enables greater engagement with partners at regional and national levels, during the uncertain circumstances of a pandemic, to put a spotlight on experiences and build integrated response plans.

The **Global Investment Framework on Preparedness and Response**, undertaken by PMNCH and key partners, looks at the expected impacts of the pandemic on women, children, and adolescents and the resource needs for an effective global response to mitigate the socioeconomic impacts of pandemics in this regard. The framework will serve as a tool to mobilize the resources needed to seek policy changes, financing, and expand services – so that efforts to

rebuild consider the needs of underserved women, children, and adolescents.

The **COVID-19 Resource Compendium** for Women, Children, and Adolescent Health is an [online database](#) for sharing tools and evidence that partners developed. The compendium has the most up-to-date guidance and resources on COVID-19 and women's, children's and adolescents' health and well-being. It receives an average of over 1,000 views per month.

Our **Toolkits** provide guidance on the latest evidence, advocacy and communications materials, as well as country lessons and field experiences. The first three toolkits are on: 1) adolescent health, 2) child health and development, and 3) maternal and newborn health, including stillbirths. They are designed to be evidence-based, action oriented, user-friendly, and policy relevant.

Our series of **Short Animated Videos** has been co-branded with UNICEF and WHO and created by Medical Aid Films and Studio Eeksaursus. The [first video](#), on breastfeeding and COVID-19, has reached more than 80 million views through Facebook, YouTube, Twitter, and Instagram. The videos provide evidence-based messages on self-care practices in the context of COVID-19. The films are available in all six UN languages. They will also be broadcast on TV in several countries.

Our **Advocacy brief**, entitled "Finding Hope: the lived experiences of women, children and adolescents during COVID-19", provides insights into lived realities and highlights local solutions and recommendations based on country and regional partners' work to protect and promote the health and rights of women, children, and adolescents, and recommends a global response tailored to the needs of these populations.

2. Campaigns & Outreach



The advocacy messages, generated through our knowledge synthesis efforts, are amplified through campaign and outreach events. This activity mobilizes action for continuity of essential services, protecting programs serving women, children, and adolescents from experiencing cuts, and increasing support to respond to the pandemic.

The **Online Summit**, entitled [Lives in the Balance: A COVID-19 Summit](#), launched the Call to Action as PMNCH partnered with CORE Group to unite more than 1,700 participants from 92 countries to discuss how to improve the well-being and health of women, children, and adolescents, as well as prevent stillbirths during the COVID-19 pandemic. The [event](#) emphasized country stories and country solutions as a way to enable increased partner action. We will build on this momentum and host Lives in the Balance Part 2 in December 2020 where we will focus on the Call to Action partnering with UHC2030 and other constituencies.

The **High-Level Roundtable on Women's Leadership in the COVID-19 Response** was co-convened by the President of Estonia, Kersti Kaljulaid, former Prime Minister of New Zealand and Board Chair of PMNCH, Rt Hon Helen Clark, and other PMNCH Board Members. The [event](#) highlighted the need for women's leadership in the COVID-19 response, including mobilizing for the COVID-19 Call for Action.

The **Accountability Breakfast** is an [annual flagship event](#) that takes place during the UN General Assembly. Hosted by the Rt Hon Helen Clark, and co-sponsored with White Ribbon Alliance and Every Woman Every Child (EWEC), this year's virtual event [presented new data and evidence](#) from the EWEC global movement, shared community voices, launched [PMNCH's new five-year strategy](#), and amplified the COVID-19 Call to Action. Panelists and online participants discussed efforts to be put in place to increase mobilization and registration of commitments to ensure accountability and advocacy. The event attracted over 2,400 viewers from 111 countries.

3. Effective Partner Engagement & Alignment



This is a critical aspect of bringing people together, for greater understanding of the impact that COVID-19 is having on women, newborns, stillbirths, children, and youth, so that no-one is left behind. At PMNCH, we have created effective communication and digital platforms to share this information.

In supporting constituencies to respond to the needs of women, children, and adolescents during COVID-19, PMNCH organized a **Series of webinars** to enable parliamentary staff to better respond to legislative, policy, and budgetary needs. These trainings were modeled on the [roadmap for parliamentary action for](#)

[women, children, and adolescent health](#) that PMNCH published with the Inter-Parliamentary Union this year. A small grants programme to support civil society and youth coalitions in advocacy and accountability for the health of women, children, and adolescents is being launched to support increased action by civil society to address COVID-19 related barriers.

A **Series of Infographics** is being developed to foster better alignment of partners around key priorities. These include [topics](#) such as breastfeeding, immunization, adolescent health, intimate partner violence, and the health workforce, which illustrate data in the context of COVID-19.

Our **Digital Communications** enable us to have a much wider reach and share the latest news, information, and resources through our [monthly COVID-19 themed e-blast](#), received by more than 7,000 people. We also have a [live calendar](#), and a monthly spotlight series to highlight what partners are doing.

The **COVID-19 WhatsApp info alert** is a [facility](#) we provide to the public with alerts, information, updates, and FAQs on COVID-19 when sending “hello” to +41 77 528 74 66.

Through our **Op-Ed Pieces**, PMNCH ensures that women, children, and adolescents are not left out of discussions on the pandemic response and recovery. We have published a series of Op-Eds on various topics including:

- [Women and children will pay for this pandemic – unless we act](#). This Op-Ed corresponded with the roundtable on women’s leadership in the COVID-19 response.
- [Young people have not escaped the pandemic unscathed but they’re the key to our recovery](#), highlights the negative impact of COVID-19 on adolescents and the critical role youth play in responding to the pandemic.
- [In this time of COVID-19 a new consensus on how we should be working to improve adolescent well-being is long overdue](#). This Op-Ed highlights the importance of strengthening adolescent well-being, in gaining back the losses experienced during the pandemic.

Adolescent Health and Well-being in Times of COVID-19 is a live series that PMNCH launched, together with WHO, to address the most pressing information needs of adolescents during the pandemic. The first session was on [school re-opening](#). This is followed by a session on adolescent mental health and well-being, to commemorate Mental Health Day on 10 October 2020.

PMNCH’s Commitment to Work on COVID-19

Our COVID-19 response work includes building a regular online tracking facility. This will help to ensure that key role-players are held accountable for honoring the commitment of every woman, every child, every adolescent realizing their right to health and well-being, while leaving no one behind.