7 April 2020

**Briefing Note**

**PMNCH Covid-19 response**

This note summarizes the current status of the PMNCH response on Covid-19. Updates will be provided to the PMNCH Board and Executive Committee on a regular basis. Guidance is requested in relation to the following questions:

- Your input: What else can/should we do together for an effective joint response?
- Operations: How much priority (staff, budgets) to assign for Covid-19 related work?
- Advocacy: Which messages are most important to get across now in relation to Covid-19 and WCAH?
- Knowledge: How do we ensure quality of resources disseminated by PMNCH?

**PMNCH Knowledge Dissemination**

- PMNCH has developed a digital [compendium](#) of resources and tools produced by partners from different stakeholder groups, bringing together in one place the latest evidence-based information on women, children and adolescent health in the context of Covid-19. This compendium will be updated daily, and currently highlights guidance and tools from UN agencies, especially WHO, as well as PMNCH’s health care professional association members. This resource is a living library, and will be expanded over time. Guided by the chairs of the PMNCH Knowledge and Evidence WG, as well as the recommendations of our WHO host agency, the PMNCH secretariat is working to ensure the compendium includes evidence-based resources, highlighting scientifically sound recommendations.

- The link to the PMNCH compendium has been shared widely on PMNCH social media channels and in the EWEC/PMNCH joint weekly e-blast focused on Covid-19 and its impact on women, children and adolescents.

- Further discussion is required as to future scope of inclusion in the Compendium, re: partner resources and if expanding beyond UN agencies and HCPA members, how to vet for quality from such a large range of partners.¹

- **PMNCH secretariat focal point:** Dr Etienne Langlois, Technical Officer, Knowledge and Evidence; langloise@who.int

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¹ At present, a disclaimer is included on the PMNCH compendium website, as follows:

**Disclaimer:** This is to inform our readers and members that given PMNCH is not a guidance generating organization, the resources listed in the below Compendium have been developed by our partners and members. The Compendium includes resources published either by UN agencies, including WHO, and/or PMNCH’s health care professional association members. PMNCH does not assume responsibility for vetting the guidance included in the Compendium.
PMNCH Advocacy + Communications

- **Messaging:** PMNCH is working with EWEC and Advocacy Working Group members to develop common narrative and message framework on Covid-19, so that all partners, from all constituencies, can amplify a common call to action focused on the unique risks and needs of women, children and adolescents. We need to support the urgent needs of those most affected by this devastating pandemic, as well as the longer-term need to invest in UHC and PHC, leaving no one behind. This too was highlighted recently by the G20 Leaders’ Statement on Covid-19. This work is under development with the communications support of Washington, DC-based PR agency GMMB.
- **Champion statements:** PMNCH is working with its champions to highlight key messages related to the crisis. Board Chair Helen Clark's message on solidarity during Covid-19 was published on the PMNCH web on 23 March, and has been widely disseminated by both PMNCH and EWEC through emails to all 1,000 members of PMNCH + promotion by PMNCH’s April e-blast & the joint PMNCH-EWEC Covid-19 weekly e-blast (week of 30 March).
- **Information-sharing:** PMNCH and EWEC have banded together in producing a weekly e-blast highlighting an online library of partner-based communication and technical resources on Covid-19. *Launched in week of 30 March;*
- **Communication resources:** PMNCH and EWEC are also collaborating on communications assets, including an initial 12-week series of infographics aimed at illustrating key data and evidence points for policy advocacy, linking to subject specific info/asks on MNCH, SRHR and adolescent health; and short 15-second animated videos for public-facing information on self-care during Covid-19, based on the latest WHO advice (first two videos: breastfeeding, adolescent mental health). All products co-developed with partners and disseminated to partners through PMNCH & EWEC’s main social media channels (FB, Twitter, Instagram) + e-blasts.
- In addition, EWEC is running a video interview series on Covid-19 and WCAH with expert guests from various stakeholder groups: Videos are linked from the EWEC website;
- **Target launch date:** infographics in the week of 6 April; breastfeeding video in the week of 20 April;
- **PMNCH secretariat focal point:** Veronic Verlyck, Communications Officer; ndurev@who.int
PMNCH Aligning to do more together

PMNCH is developing products and processes to promote cross-constituency sharing of partner resources, stories, and messages to facilitate joint action on Covid-19, including:

Webinar & Podcast Series
- We are currently planning a weekly PMNCH Covid-19 webinar series, to begin in the week of 20 April, co-produced with PMNCH partner-organizations;
- This series is intended to promote cross-constituency knowledge sharing, mitigation efforts, human stories, and joint advocacy efforts;
- PMNCH offers a unique platform for action in its capacity to bring together different constituency groups and equip them with shared tools, agendas and messages for action.
- It’s also an opportunity to use our Champions, and those from the EWEC High Level Steering Group as guests on the webinars, speaking with technical experts from the constituency groups.
- A working group within the secretariat has been established to generate initial concepts for partner development and constituency discussions. Target launch date: week of 20 April
- A podcast series is foreseen to be built in future from the webinar experience.

Digital Platform Development
- In addition to the platform for the webinar series, we are exploring innovative ways in which PMNCH can engage and communicate with partners and members.
- For example, the Covid-19 WhatsApp group recently created by WHO could potentially direct and inspire a PMNCH efforts to create a WhatsApp group for sharing information on Covid-19 and WCAH among PMNCH partners and outward through their networks;
- Digital innovation will be an ongoing priority for PMNCH moving forward.
- PMNCH Secretariat focal point: Mijail Santos, Consultant, Digital Engagement; msantos@who.int

PMNCH Mapping of Member Needs and Interests
- On 1 April, PMNCH launched a partner needs mapping through an online survey to understand the types of Covid-19 and WCAH resources our partners would like to have, through which channels, how often, in which formats, and what they would also like to share with others.
- Survey information will further guide and target the overall PMNCH Covid-19 strategy and workplan in the medium term.
- PMNCH Secretariat focal point: Kieran O’Dowd, Consultant, Covid-19 Project Manager; kodowd@gmail.com
In sum, the PMNCH response to Covid-19 is focused on amplifying, harmonizing and facilitating the work of our partners. We are finding new ways to rally together to do more together – both in the immediate crisis and in the longer term.