7 May 2020

Update #2

PMNCH COVID-19 Response

The PMNCH response to Covid-19 continues to build as we work through our partners to halt the spread of the disease, mitigate its effects on women, children and adolescents, and ensure continued access to essential health services. The pandemic exposes lack of equity in our societies, as well as the need to build back stronger health systems and partnerships.

Together with Every Woman Every Child and Washington, DC-based PR agency GMMB, PMNCH has developed a common narrative and message framework on Covid-19 and its impact on women’s, children’s and adolescents’ health, so that all partners can amplify the same messages and speak with one powerful voice.

This messaging builds from key findings in our partner needs assessment survey launched in April to understand the types of Covid-19 and WCAH resources our partners would like to have, through which channels, how often and in which formats. It was emailed to a subset of PMNCH constituencies (i.e., ART, AYC, HCPA, NGO and PS) and posted on PMNCH social media channels.

• The top two categories for most needed resources are SRHR (64% of respondents) and Communications & Engagement (63% of respondents);
• Partners prefer toolkits (80%) or knowledge summaries (70%) as the format for communications. They are looking for packaged material in a relevant, understandable, and shareable format;
• Email is by far the preferred channel to receive information and resources preferred by 95% of partners. However, WhatsApp and other messaging apps are the #2 preferred channel at 44%;
• 63% prefer weekly communications.

We are guided by these findings to refine our current efforts, summarized below in relation to PMNCH functions:

PMNCH Knowledge & Evidence

• Guidance: The PMNCH digital compendium of resources continues to be updated daily and shared widely with partners. It contains the latest evidence-based guidance and tools on women, children and adolescent health in the context of Covid-19, specifically from UN agencies (WHO) and PMNCH partners. As a hosted partnership, PMNCH adheres to WHO rules and approval mechanisms for disseminating materials.
• Toolkits: PMNCH is collaborating with key partners in co-producing toolkits on COVID-19 and WCAH to facilitate knowledge translation for PMNCH constituencies, parents, youth and families, supporting the unique needs of WCA. The multi-media
packages will showcase evidence-based guidance and advocacy & communications material, as well as country lessons and field experiences. Designed to be action-oriented, user-friendly and policy-relevant, they will be updated in real time with information and experiential learnings shared by our partners who will be closely engaged in development and possible co-branding. Toolkits will be launched on a rolling basis from June and promoted through our website and social media channels.

- **Socioeconomic considerations**: Rapid review of the evidence on socioeconomic aspects of COVID-19 and WCAH, including strategies and interventions to mitigate the impacts of the pandemic (May-June 2020). The second phase is an economic analysis including costing of interventions and social and economic returns on investments, with a view of developing key advocacy asks on policy and financing.
- **PMNCH secretariat focal point**: Dr Etienne Langlois, Technical Officer, Knowledge and Evidence

**Country Engagement**

- **Experience and solutions on Covid-19**: PMNCH is collaborating with partner organisations in Asia, LAC, Africa and Europe to research and summarize emerging experiences of women, adolescents and youth during the COVID-19 pandemic. The objective is to ground our PMNCH global advocacy asks in comprehensive feedback from country partners on their needs and experiences, as well as solutions happening locally that could be replicated more widely. Emerging themes and commonalities relate to the gender, equity, quality and rights implications including: livelihoods; food security; mental health; domestic violence and safety and security; autonomy, decision-making and mobility; SRHR; access to information, products and services, including education and health. In addition to linking to the broader PMNCH advocacy campaign and COVID-19 toolkit, the advocacy brief could be translated into a range of communication and advocacy opportunities including: an op-ed; journal/Devex commentary; social media messaging tiles/infographics; virtual events/webinars; among others.
- **PMNCH secretariat focal point**: Anshu Mohan, Senior Technical Officer, Country Engagement

**PMNCH Advocacy + Communications**

- **Information-sharing**: PMNCH and EWEC continue to collaborate on communications assets, including a video interview series with expert guests from various stakeholder groups. Partners Franka Cadee of ICM was recently featured on supporting midwives and Lisa Hilmi of Core Group spoke about the needs of nurses and health workers.
- **Infographics**: New infographics and social media tiles with key data points for policy advocacy in a problem/solution/ask format are released each week in the EWEC/PMNCH co-branded eblast and on
social media. The aim is to always co-brand these materials with partners to maximize reach. Example: an infographic series on Intimate Partner Violence series featured both the WHO and HRP (Human Reproduction Program) logos, increasing reach by more than 7.5 million. Other themes to date have included health workforce needs, immunization, child health, midwives, SRHR, and adolescent health;

- **Animated videos:** PMNCH is producing a series of animated videos to translate the latest WHO technical guidance on Covid-19 into self-care and community-care advice. The first video, on breastfeeding advice, was approved this month by the WHO Publication Review Committee for WHO co-branding. The next video will focus on adolescent health. This series is co-produced with Medical Aid Films of the UK and Eeksaurus, an award-winning animation studio in Mumbai;

- **Covid-19 Dedicated Eblast:** Responding to partners’ request for more timely information during the pandemic, we have released the first PMNCH Covid-19 Eblast. It will be released each month in addition to the regular monthly PMNCH Eblast which provides more broad-based information about the Partnership.

- **PMNCH secretariat focal point:** Veronic Verlyck, Communications Officer

**PMNCH Alignment for Joint Action**

PMNCH is expanding the development of products and processes to maximize the capacity of constituencies and individual partners to share information, resources, stories, and messages to improve joint action on Covid-19. These include:

**Champions**

- Building on Helen’s message on solidarity during Covid-19, we have begun brainstorming ideas to further position Helen as a champion in the Covid-19 response. Current concepts:
  - **Op-ed:** WCAH and equity in relation to Covid-19. This op-ed is proposed for co-authoring with Graca Machel and the Minister of Health of Mexico. It summarizes key data points on this issue, and calls for greater cross-sectoral partnership supporting the EU Access Initiative. We will pitch Thomson Reuters for global placement; regional pitching to take place in Africa and LAC through focal points in Nairobi, Johannesburg and Santiago. Anticipated release: end-May 2020
  - **Live Events:** We are proposing an interactive video broadcast and/or podcast series on global health innovations, challenges and solutions, anchored by Helen Clark (e.g., “Helen Clark Live”/”In conversation with Helen”). Each 60-minute “episode” would feature two or three world leaders -- from government, civic groups, science, the arts, etc. – invited by Helen. Audience participation invited. Production of pilot series of four or five episodes from June and September, pegged to key global events (e.g., IAP report launch
timed with the HLPF in July) and concluding with a virtual UNGA. Initial discussions with BBC Media Action are taking place to test interest in co-production and global promotion.

- Women Leaders on Covid-19: Helen has been invited to co-chair a 60-minute roundtable on 28 May with the President of Estonia and other women leaders on Covid-19. Organized by Every Woman Every Child.
- Virtual Summit on Covid-19: PMNCH has been invited to partner with the Core Group on a virtual one-day summit on Covid-19 on 1 July, the day after the PMNCH Virtual Board Meeting, which will reflect on the world’s response to the Covid-19 pandemic and identify several immediate and actionable next steps for the global heath community. This would build on the Core Group’s success with its weekly Covid-19 webinar series, attracting up to 500 participants each week. Such a summit could be held in coordination with the kick-off episode of the “In Conversation with Helen” series – it will help elevate the summit, amplify key political commitments emerging from the discussion, and promote global accountability for innovation and action.

**PMNCH Advocacy Working Group**

- The PMNCH Advocacy Working Group is proposing a comprehensive advocacy and communications umbrella campaign on Covid-19, encompassing activities in this note and beyond. This will be the first phase of a longer-term advocacy strategy on women’s, children’s and adolescents’ health, to be led by our Board Chair Helen Clark. This advocacy group is chaired by Kristy Kade of the White Ribbon Alliance and Lars Gronseth of Norad and is looking at two key goals, to be set out in a presentation to the PMNCH Board on 30 June:
  - Now, during the immediate crisis, a sharp advocacy focus on maintaining access to essential health services for WCA, to protect the gains we have made to date and mitigate impact;
  - And in the recovery phase from the pandemic, to increase financing and service coverage for WCA, strengthening health systems and expanding primary health care.

**Digital Platform Development**

- We are exploring innovative ways to communicate with partners and disseminate key resources, e.g., those mentioned above:
  - *WhatsApp:* We will soon be introducing a PMNCH WhatsApp channel, inspired by the WHO Covid-19 WhatsApp channel, to disseminate information pertinent to WCAH;
  - *PMNCH Website:* Our current website will be updated to create a “go-to” space to collect our Covid-19 tools and resources;
  - *PMNCH digital platform:* We are in the starting phases of designing a comprehensive digital platform to promote two-way partner engagement and provide a hub for digital resources and
conversation among PMNCH partners. This will launch in multiple phases, beginning in Sept 2020.

- **PMNCH Secretariat focal point: Mijail Santos, Consultant, Digital Engagement**