Update #4
PMNCH COVID-19 Response

We continue to push the PMNCH Covid-19 response forward by building on successful strategies to engage and integrate partners, provide effective advocacy and communications tools, and synthesize evidence-based knowledge. In the past two weeks, this has resulted in several op-eds and events; the very successful launch of our animated video series for self-help and community demand for services; and a draft 6-point call-to-action for our upcoming advocacy plan fully aligned with the emerging PMNCH 2021-2025 strategy. We’re also fully engaged in preparations for the Covid-19 Summit on WCAH on 1-2 July, where this interactive digital meeting will serve as a testing ground for PMNCH’s own digital platform, now under development.

Partner Engagement
PMNCH focuses on maximizing the capacity of constituencies and individual partners to share information, resources, stories and messages supporting the Covid-19 response.

- **Lives in the Balance: A Covid-19 Summit for the Well-being of Women’s, Children’s and Adolescents’ Health** will take place on 1-2 July 2020 from 12pm-6pm GMT. Hosted by PMNCH and the CORE Group, the two-day Summit will attract up to 1,000 online participants to reflect on issues and experiences with Covid-19; share success stories and best practices; and come together in a joint Call to Action to be taken forward. Invited keynote speakers include WHO Director General Dr Tedros; the Minister of Health of Kerala, India; and other leaders. Using interactive technologies to encourage diverse participation and sustained engagement, the Summit programme unites three action cycle themes:
  - **Pause and reflect** on emerging women, children and adolescent health lessons and experiences of previous epidemics and the current COVID-19 situation;
  - **Share** by providing a forum for knowledge, evidence, and best practices for WCAH, and to identify solutions to challenges with COVID-19 response; focusing on continued access to essential and quality health interventions for sexual, reproductive, maternal, newborn, child and adolescent health;
  - **Collaborate and act** as we forge a path forward with innovative approaches, new partnerships and an energized community.

Sessions in “break-out rooms” will allow a deep dive on specific topics related to the reflect, share and act themes. A strong emphasis will be placed on country stories and solutions focusing on the lived experiences of those on the frontlines and in communities. A Save the Date notice was sent through the PMNCH Covid-19 e-blast on 3 June. A dedicated conference website and robust digital marketing and communications plan will be launched the week of 8 June;

- We have introduced a monthly partner spotlight to share stories on what our partners are doing to protect and improve women's, children's and adolescents' health and well-being during the Covid-19 pandemic. The [first spotlight in the Covid-19 eblast](#) featured Merck for Mothers and their $3MM
commitment to address critical maternal health needs during the pandemic. Partner stories can be submitted here.

Advocacy & Communications

PMNCH focuses on designing and releasing targeted advocacy and communications messaging and creative assets to help all partners and high-level champions amplify evidence-based messages and achieve impact, holding all stakeholders to account.

- The PMNCH Advocacy Working Group has developed a 6-point call-to-action following input from a dedicated PMNCH Executive Committee meeting on 1 June. The Call to Action, to be finalized after the next PMNCH meeting (9 June), will be led by our champions as part of a coordinated two-year campaign, equipping and aligning partners at all levels to effectively advocate for the advocacy asks most relevant to them;
- In parallel, PMNCH call to action messages continue to be disseminated through our digital Covid-19 products, including an animated video series for social and behavioural change. The first video and toolkit demonstrates how mothers with Covid-19 can breastfeed safely. It is co-branded with the WHO logo and video was released on May 27 in both the PMNCH and WHO social media channels garnering tremendous reach. In Week 1 alone on Twitter, the video had 378K impressions, 142K engagements, 436 retweets, 873 likes and 46K views. The reach on Facebook was 4.3 million, and Instagram delivered 361K reach, 356K views and 27.5K likes. There are currently co-branded distribution deals with UNICEF globally, six WHO regional offices, and upcoming TV broadcast sponsorships by PMNCH partner governments, eg, Nigeria and Liberia, which will circulate in its national media packages on Covid-19. PMNCH is developing four additional videos during mid-2020 on Covid-related issues including care in pregnancy, immunization, gender-based violence, and supportive parenting. The next video (July 2020) will address adolescent mental health and COVID-19;
- Expanding champion and media advocacy efforts include the following:
  o Reaching a global audience, the 27 May op-ed from PMNCH Board Chair Helen Clark together with Her Excellency the President of Estonia Kersti Kaljulaid, His Excellency the Secretary of Health of Mexico Jorge Alcocer Varela, and Graça Machel focused on the urgent need to address inequities experienced by women, children and adolescents in relation to Covid-19. Apart from global circulation through Thomson Reuters, the op-ed has been republished by 20 media outlets and wires in Africa, LAC and Europe, in addition to commentary in the BMJ, extensive web and social media coverage, and op-ed related media interviews by Helen Clark with Reuters and PMNCH Board Member (ART) Dr. Catherine Kyobutungi with South Africa Broadcast Corporation;
  o A follow-up op-ed by women leaders on Covid-19, equity and WCAH issues, linking to the widespread racial injustice protests in the US, has been requested by the New York Times. This op-ed is currently under development by PMNCH and EWEC for publication linked with the Covid-19 Virtual Summit on 1 July, with anticipated co-authors to include Hon Minister Awa Coll Seck of Senegal, UNICEF Executive Director Henrietta Fore, and Michelle Bachelet, UN High Commissioner for Human Rights and former PMNCH Board Chair;
The SRHM journal will host a webinar on 15 June to mark the publication of a dedicated issue sponsored by PMNCH, discussing issues related to achieving universal health coverage (UHC) for sexual and reproductive health and rights (SRHR) during COVID-19 and beyond. Helen Clark and PMNCH Executive Director Helga Fogstad will join the webinar panel, moderated by Professor Gita Sen;

- To extend impact from the successful 27 May women leader EWEC roundtable event, co-convened by PMNCH, we are in discussions with our partners about a follow-on call-to-action from the women leaders to be launched at the Covid-19 Summit on 1-2 July. More information will be provided as it becomes available;
- Covid-19 e-blasts produced by PMNCH and EWEC continue on a bi-weekly basis, reaching more than 6,000 subscribers;

- PMNCH, IPU, WHO, Countdown to 2030, APHRC, and Living Goods are organizing a series of webinars aimed at building the capacity of parliamentary staff to take action to improve women’s, children’s and adolescents’ health. This three-part series taking place on 17, 24 June and 2 July will:
  - Introduce parliamentary staff to key issues and challenges related to WCAH and inequity, including how these are being affected by the COVID-19 pandemic and response;
  - Provide parliamentary staff with budget training to analyze budgets with a WCAH lens;
  - Enhance legislative drafting capacities to ensure legislation across sectors supports access to health for WCA.

Knowledge Synthesis & Application

*PMNCH focuses on synthesising and packaging data and evidence to identify and illustrate gaps in progress; inform advocacy ‘asks’; and support consensus building in joint messaging for advocacy goals.*

- PMNCH has commissioned a socio-economic literature review on the impact of Covid-19 on WCAH to provide a solid evidence for the advocacy asks highlighted in the forthcoming PMNCH Call to Action developed under the stewardship of the PMNCH Advocacy Working Group. PMNCH has also issued an RfP to contract an institution to undertake scanning, review and vetting of high-quality knowledge products to be added to its compendium on women’s, children’s and adolescents’ health resources for advocacy and action (updated daily and now containing 110 linked resources);
- The first five Covid-19 Action Toolkits will launch at the 1-2 July PMNCH and Core Group Virtual Summit on Covid-19 and WCAH. The toolkits will bring together knowledge and resources from the PMNCH compendium, with key messages, advocacy tools and shareable creative assets for partner adaptation and social media use.
Digital Platform

*PMNCH is prioritizing the design of a comprehensive digital platform to promote two-way partner engagement and provide a hub for digital resources and conversation among PMNCH partners.*

- The first phase of the **PMNCH WhatsApp channel** will launch on 15 June ahead of the 1-2 July Virtual Summit. It will feature content related to Covid-19 and MNCH, SRHR and adolescent health issues. The first phase of the app will also share information on PMNCH and its services to members, and user feedback will be used to improve the content and experience of the channel. It is being promoted in related WhatsApp groups in the WCAH community, the PMNCH e-blast, and among PMNCH constituency members. It will also include the integration of materials available for the Covid-19 Summit.