This weekly summary focuses on updates to the development of PMNCH Covid-19 products, fully aligned with the emerging PMNCH 2021-2025 strategy. We continue to build on activities underway to maximize the capacity of partners to share, integrate, amplify and influence to achieve shared advocacy goals.

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.

- The first five Covid-19 Action Toolkits will launch at the 1 July PMNCH and Core Group Virtual Summit on Covid-19 and WCAH (maternal health, newborn health, child health, SRHR, adolescent health). These digital toolkits package knowledge and resources from the PMNCH compendium (with now more than 100 resources available), with key messages, advocacy tools and shareable creative assets for partner adaptation and social media use.

Partner Engagement & Capacity Building

PMNCH focuses on maximizing the capacity of constituencies and individual partners to share information, resources, stories and messages supporting the Covid-19 response. PMNCH will work through digital platforms to ensure that all constituencies and partners are equipped and aligned at all levels to be effective advocates for women, children and adolescents in the context of the current pandemic and wider health and development goals, including strengthening primary care and achieving UHC.

- On 1 July, a Virtual Summit on Covid-19 will be co-hosted by PMNCH and Core Group for up to 1,000 partners to share knowledge, solutions, and agree on joint action;
- Partner-based stories and solutions have been collected from five regions, synthesized and shared in the PMNCH Covid-19 Action Toolkits;
- A "spotlight series" of partner-based action on Covid-19 will be launched on the PMNCH website in June to highlight actions and solutions of PMNCH constituencies and members. It will be featured on the PMNCH website and in social media and the monthly e-blast;
- PMNCH will support small grants for advocacy partnership building to mitigate Covid-19 impact in GFF focus countries;
- PMNCH will launch a WhatsApp channel on Covid-19 to support partner engagement and information for advocacy. Content will be fed to users based on their selection of the types of resources requested: Covid-19 and WCAH resources; general PMNCH and membership information; engagement options for members and non-members. Plans also include the integration of materials available for the Covid-19 Virtual Summit on 1 July.
Campaign Execution & Accountability

PMNCH focuses on designing and conducting targeted advocacy campaigns engaging all partners and high-level champions to amplify evidence-based messages and achieve impact, holding all stakeholders to account.

- **Champion engagement**
  - Several activities are planned to engage champions in amplifying messaging and influencing policy and financing decisions, media advocacy, and community outreach:
    - Women's leadership in the Covid-19 response: A virtual high-level roundtable is being convened by Every Woman Every Child and PMNCH, including Pres of Estonia Kersti Kaljulaid, UN SG Antonio Guterres, PMNCH Chair Helen Clark, UN High Commissioner for Human Rights Michelle Bachelet, and UNICEF Executive Director Henrietta Fore;
    - "In conversation with Helen" media series: The concept development is progressing with media partner discussions including BBC World, independent production houses and others;
    - Op-ed: An op-ed on equity and WCAH in the context of Covid-19, authored by champions Helen Clark, President Kersti Kaljulaid, Graca Machel and MoH Mexico, will be disseminated by Reuters Thomson on 27 May, as well as through regional press in Africa and Latin America;
    - The PMNCH Executive Committee on 1 June will hold an exceptional meeting focused on Covid-19. At the meeting, the EC will consider the idea of a joint Call to Action with a 10-point advocacy agenda, developed by the PMNCH Advocacy Working Group, led by Norad and the White Ribbon Alliance. The Call to Action will be led by our champions and amplified by all partners.

- **Media engagement + communication tools**
  - Social media continues to be our primary vehicle for sharing a robust schedule of creative assets designed to impactfully and quickly communicate key data and evidence as well as guidance for self-care and community-based care for women, children and adolescents during the Covid-19 pandemic:
    - The [first animated video](#) of five PMNCH productions with award-winning Mumbai studio Eeksaurus has been finalized, providing breastfeeding advice based on the latest WHO guidance. Available in all six UN languages (English, Spanish, French, Russian, Chinese and Arabic), this 60-second video is co-branded with the WHO logo and will be promoted on the WHO social media channels starting Wednesday, 27 May, to tie in with an upcoming WHO media campaign against breast-milk substitutes. Production partner Medical Aid Films will feature the video in their newsletter going out in Mid-June and have offered to help amplify the press release attached to the video. Other distribution strategies include:
• Link premiere of each video to a webinar/live event/related international awareness day;
• Identify and target key partners and constituencies with vested interest in topic/theme such as The Breastfeeding Collective;
• Prepare a package for partners with messages to promote on social media;
• Mobilize PMNCH champions and Board members to use their personal and institutional social channels to support dissemination.

The next video will focus on adolescent mental health, and the script is currently underway.

• Infographics with key data points on adolescent mental health were distributed in social media this week. This infographic is the fifth in a series of weekly themes launched by PMNCH on WCAH related to Covid-19. Recent PMNCH infographics on intimate partner violence generated an additional reach of 7.7 million through WHO’s Twitter feed. The next infographic series will be themed to breastfeeding to align timing with the video release and the WHO press release on the harmful marketing of breast milk substitutes. WHO along with other UN agencies and organizations has been vocal about the need to do more to protect, promote and support breastfeeding as a human right, including ending the inappropriate marketing of breast-milk substitutes. SRHR infographics will follow breastfeeding in early June.

• The next PMNCH bi-weekly e-blast on Covid-19 and WCAH news will be sent to all PMNCH partners in mid-June.