Template to guide the development of the COVID-19 & women, children and adolescent health toolkits

**Thematic area**

Key theme and sub-theme(s) addressed in the toolkit.

Toolkit themes to choose from:
- Maternal Health; Newborn Health; Stillbirth; Child Health; SRHR; Adolescents Health; ECD; HFS;
- Innovation and Digital Strategies for COVID-19; Social, Behavioural and Community Engagement Interventions; Financing; Multi-sectoral action; Accountability; Essential WCAH Interventions

**Brief Overview**

Top-level highlights (2-3 lines) to introduce the subject, target audience(s), multi-media content and stakeholders engaged.

**Stakeholder engagement**

List here the PMNCH partners and members involved in the development of the toolkit and highlight co-branding, if any.

Example: WHO co-branding for the breastfeeding and COVID19 video.

**Advocacy and Key Messages**

Include high-level champions messages and quotes that could be showcased in the toolkit (e.g. UN Special Envoy on Youth) and calls for action and advocacy asks.


Example of advocacy asks: messaging on protecting essential WCAH interventions in times of COVID-19 or upholding SRHR. See tile 3 of the infographics series (e.g. IPV advocacy asks: https://we.tl/t-fncFukuoS2)

**Multimedia assets**

This section should include multimedia products such as videos, animations, podcasts, recordings, etc. Include here evidence-based and policy-relevant data visuals and infographics.

Examples: infographics tiles on IPV produced by PMNCH and co-branded with HRP and WHO https://we.tl/t-fncFukuoS2
Social media

- Icons to share the toolkit on social media (Twitter, Facebook, Instagram, etc.)
- QR code to WhatsApp channel
- Relevant partners’ Twitter handles

Guidance resources

List here key guidance documents as per the abovementioned PMNCH publication policy on COVID-19 & WCAH resources. As such, PMNCH’s policy on publication of COVID-19 & WCAH resources stipulates that for clinical and practice recommendations, the website should only showcase the most up to-date guidelines from UN agencies, especially WHO, as well as PMNCH’s health care professional association members.

Resources included in the toolkit should be aligned with official WHO recommendations and adequate due diligence needs to be implemented in the vetting process.

When a resource or knowledge translation product involves WHO recommendations pertaining to the COVID-19 response, the material should be submitted for clearance to the newly established WHO Science Division’s COVID-19 Publications Review Committee.

Q&A

Include here Q&A’s on the relevant toolkits thematic topics for WCAH and COVID-19. This section will be based on existing guidance and Q&A’s from UN organizations and WHO.

Example:
Q&A: Breastfeeding and COVID-19

Best practices and peoples’ voices

Include here interesting best practices, inspirational human stories, country examples, experiential learnings and lessons learnt that provide added value vis-à-vis the other resources already included in the toolkit. This section is meant to illustrate efforts and experiences around the world to tackle COVID-19 and does not attempt to provide normative or technical guidance.

Link to the online form to submit your stories:

“Get involved”

Describe the engagement strategies to stimulate partners’ engagement and contribution to this stream of work on COVID-19 and WCAH and what the main ‘ask’ for user to see what the document is about.

Example: Calls to action, response plans etc.
Coronavirus Disease (COVID-19) Pandemic UNFPA Global Response Plan