Advancing advocacy and accountability for women’s, children’s and adolescents’ health

By Ilze Kalnina, PMNCH
PMNCH is the world’s largest alliance of governments and organizations focused on improving the health and well-being of women, children and adolescents through strategic advocacy related to MNCH, SRHR and Adolescent Health and Well-being Issues. We are made up of over 1,500 organizations across 192 countries.

**Thematic Priorities**

- Maternal, Newborn and Child Health + preventing stillbirths
- Sexual and Reproductive Health and Rights
- Adolescent health and well-being (AWB)

**Constituencies**

- Academic, Research and Training Institutes
- Inter-Governmental Organizations
- Adolescents & Youth
- Non-Governmental Organizations
- Donors and Foundations
- Partner Governments
- Global Financing Mechanisms
- Private Sector
- Healthcare Professional Associations
- United Nations Agencies

**Expected outcomes**

- Better policies
- Increased and better used financing
- Improved and increased services
### Collaborative Advocacy Action Plans initiative (CAAP)

**Problem:** Women's, children's and adolescents' health (WCAH) are at serious risk, despite many commitments made.

**Response:** Harness partner advocacy efforts at country level focusing on implementation of WCAH commitments made and priorities. Where gaps exist, advocate for ambitious new commitments.

| **Convening and strengthening stakeholder engagement** | • Engage a CSO Coordinating Partner working in a country to coordinate activities<br>• Multi-Stakeholder Platform (MPS) identified and strengthened with broad participation<br>• Synergies with other initiatives identified, incl. ENAP/EPMM and others<br>• Digital Advocacy Hubs to extend engagement |
| **Gathering and sharing evidence** | • Commitment scoping review on various WCA health-related commitments conducted and captured in a digital database of commitments. Gaps identified.<br>• Implementation assessed |
| **Planning for joint advocacy, accountability and action** | • Collaborative Advocacy Action Plan (CAAP) developed for a limited set of key priorities to guide partner-led advocacy actions<br>• Implementation linked to existing accountability mechanisms, with on-going progress review |
Engagement Principles Guiding Collaborative Advocacy Action Plan Efforts

✓ Recognize the leadership role of country partners (including national governments through, for example, the Ministry of Health and PMNCH partners in individual countries)

✓ Ensure inclusive and meaningful participation, engagement and decision making with country stakeholders, including all PMNCH constituencies (especially those that may not currently be included such as adolescent and youth groups, academic and research institutions, health care professionals, community groups etc)

✓ Leverage and strengthen existing national multi-stakeholder/partner mechanisms, where these exist

✓ Champion transparent communication and openness of the process to ensure mutual accountability in implementation
Development of Collaborative Advocacy Action Plans

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<tr>
<th>CAAP Step</th>
<th>Key Deliverables</th>
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<tr>
<td>Step 1</td>
<td>Identification of Coordinating Partner (CP) in each priority country</td>
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<td>ToRs &amp; proposal for CAAP development, contractual arrangements, securing government buy-in</td>
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<td>Step 2</td>
<td>Mobilization of partners in-country</td>
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<td>CP identifies youth constituency co-lead, collaborations &amp; PMNCH partners. Identifies and assesses most appropriate multistakeholder platform.</td>
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<td>Step 3</td>
<td>Scoping and analysis of WCAH commitments</td>
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<td>Scoping of country commitments. Assessment of quality, implementation status &amp; commitment gaps.</td>
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<td>Step 4</td>
<td>Development and operationalizing of Collaborative Advocacy Action Plan (CAAP)</td>
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<td>Advocacy action plan on 3-5 key advocacy priorities to address assessment. Mobilizing broad support for implementing the priorities in the CAAP.</td>
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CAAP initiative: Coordinating partners (2024)

Senegal - Amref Health, Senegal
Sierra Leone - Clinton Health Access Initiative
Liberia - Public Health Initiative Liberia
Nigeria - Africa Health Budget Network
Ethiopia - Clinton Health Access Initiative
Kenya - Health NGOs Network (Aga Khan University – scoping)
Tanzania - Clinton Health Access Initiative
Zambia – Amref Health, Zambia
Malawi – Amref Health, Malawi
South Africa - Clinton Health Access Initiative

Bangladesh* - TBC
The CAAP (Plan) serves as a roadmap to rally partner-led advocacy efforts to advance MNCH, SRHR, and AWB national commitments while mobilizing new or strengthening existing commitments in identified gap areas.

- **Identify 3-5 advocacy goals** describing the long-term policy, financing and service delivery-related outcome envisioned as a result of the joint advocacy efforts.

**Core features of an advocacy goal:**

1. Activity
2. Target audience
3. Coordinating partner identification
4. Resources required
5. Timeline and milestones
6. Accountability mechanism linkage
Leveraging digital platforms - Share, Collaborate, and Act!

The country Digital Advocacy Hubs are designed to unite the expertise and commitment of organizations and individuals to advance the health and rights of women’s, children's and adolescents' health.

Share knowledge

- Latest evidence, data, information such as reviews, case studies, policies, reports, research on WCAH
- Information on accountability mechanisms to ensure advocacy is targeted to influence decision-makers effectively
- Events and on-going projects

Collaborate

- Connect with other partners and strengthen collaboration/synergies among members to continue advancing advocacy efforts
- Professional development and skills training through participation in webinars and deepened connections with partners

Act

- Align action through Collaborative Advocacy Action Plan (CAAP) activities to advance commitments for WCAH
- Amplify advocacy and accountability opportunities for increased efficiency and effectiveness
Let’s join our efforts!

#PartnersForChange