Updating the Global Strategy for Women’s, Children’s and Adolescent’s Health:

Consultation Toolkit

www.WomenChildrenPost2015.org
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1. INTRODUCTION

This Consultation Toolkit to accompany the process of updating the Global Strategy is designed to help inform a wide range of stakeholders on the key issues surrounding the updated Global Strategy for 2016-2030 and to provide information on the consultation process coordinated by PMNCH, as well as how to get involved.

This toolkit is a guide, so please feel free to choose the content that works best for you and adapt as needed.

Share your Views

- Take the survey or Submit your views.
- Tweet your thoughts using #EWECProgress and #Commit2Deliver

Ask any Questions

If you have any further questions or would like to request further assistance with the consultation process, send us an email to: pmnch@who.int.

Build on best practice from previous consultations

Between February and March 2015, a global consultation process was held to collect comments on what the updated Global Strategy should include and how it should build on the strengths and limitations of its first iteration (2010-15). The views of over 4,550 organisations and individuals were collected through an online survey and a range of global, regional and national consultation events. The synthesis report from this round of consultations (available here) is currently being used by the EWEC Writing Team to inform the development of the first draft of the Global Strategy.

Partner-held consultations played a pivotal role in this process. You can learn from their experiences and best-practice innovations on the consultation web hub at www.WomenChildrenPost2015.org, and you can see their importance to the consultation process in the infographic below:

For more information visit www.WomenChildrenPost2015.org
UPDATING THE GLOBAL STRATEGY
ROUND 1 CONSULTATION

HEARING A BREADTH OF VOICES

4,075 INDIVIDUALS PARTICIPATED IN 28 CONSULTATION EVENTS ACROSS 18 COUNTRIES ON 6 CONTINENTS

ANOTHER 482 RESPONDED TO A CONSULTATION SURVEY

CHANNELLING STRONG NATIONAL LEADERSHIP AND ALIGNING WITH REGIONAL STRATEGIES

THE CONSULTATION PROCESS STIMULATED NATIONAL LEADERSHIP BY ENGAGING GOVERNMENT VOICES THROUGH:
- DIRECT INPUT FROM 15 NATIONAL GOVERNMENTS
- NATIONAL CONSULTATION EVENTS
- ALIGNMENT WITH REGIONAL REVIEW PROCESSES

REACHING THE UNDER-REPRESENTED:

OVER 362 ADOLESCENTS AND YOUTH ORGANISATIONS MADE THEIR OPINIONS HEARD THROUGH:
- 4 YOUTH CONSULTATION EVENTS
- 3 TARGETED SURVEYS

- INFOGRAPHIC FOR ADOLESCENTS
- SIMULTANEOUS GOOGLE HANGOUT AND TWITTER CONVERSATIONS
- 180 SCHOOL CHILDREN IN DELHI ALSO HAD THEIR SAY

OVER 2,200 CITIZENS FROM UNDER-REPRESENTED COMMUNITIES WERE HEARD, IN 5 COUNTRIES. HIGHLIGHTS INCLUDED:
- HEARINGS IN INDONESIA WHICH CONDUCTED 42 FOCUS GROUP DISCUSSIONS IN 40 DISTRICTS!
- HEARINGS IN TANZANIA AND UGANDA WHICH WERE ATTENDED BY OVER 800 PEOPLE EACH!

SYNTHEISISING DIVERSE MESSAGES

2. **EVERY WOMAN EVERY CHILD**

*Source: Every Woman Every Child*

**Transitioning the Global Strategy for the Post-2015 Era**

Great strides have been made in reducing maternal and child mortality – with a 47% reduction in maternal mortality and a 49% reduction in child mortality since 1990 – demonstrating that change is possible. While there has been substantial progress, much remains to be done. As we transition from the MDGs to the SDGs, it is imperative to accelerate momentum for women and children, but also to protect the often fragile gains in some countries, as recently witnessed with the impact of Ebola and weakened health systems on maternal and child health.

Launched in September 2010 by the UN Secretary-General, the Global Strategy for Women’s and Children’s Health has contributed to significant progress worldwide for women’s and children’s survival and health. The Every Woman Every Child movement that grew out of the Global Strategy mobilized actors from all sectors to work towards shared goals. Strong progress has been made toward the vision to end all preventable maternal, newborn, child, and adolescent deaths within a generation but there is still unfinished business and new challenges that need to be addressed as we transition from the Millennium Development Goals to the Sustainable Development Goals agenda.

An updated Global Strategy for Women’s, Children’s, and Adolescents’ Health will build on new evidence, including the need to focus on critical population groups such as newborns, adolescents and those living in fragile and conflict settings, build the resilience of health systems, improve the quality of health services and equity in their coverage, and work with health-enhancing sectors on issues such as women’s empowerment, education, nutrition, water, sanitation and hygiene. It will align with the targets and indicators developed for the Sustainable Development Goals framework and outline opportunities for means of implementation, including innovative financing and the Global Financing Facility. To build the political support needed to develop and implement an updated Global Strategy, it will be essential to demonstrate how the Every Woman Every Child multi-stakeholder partnership and accountability models have contributed to accelerated progress for women’s, children’s, and adolescents’ health.

A Progress Report launched in March 2015 documented progress, lessons learned, and the added value of partnerships facilitated under the Global Strategy. It looked at the unfinished business of the previous Global Strategy and set out the rationale for an updated Global Strategy for the 2016-2030 period. The next Global Strategy will be launched at the UN General Assembly in September with a draft five-year implementation plan and will be proposed for formal endorsement at the World Health Assembly in May 2016.

Main Products for 2015

Key Principles

Transitioning the Global Strategy for the post-2015 era requires:

1. Strong country ownership
2. The highest-level and broad-based political support
3. Added value
4. Mobilizing ambitious and concrete multi-stakeholder action
5. A human-rights based approach
6. Aligning with SDGs and related processes and mechanisms
Milestones and progress on the Every Woman Every Child journey

Source: Progress report on the Global Strategy for Women’s and Children’s Health

For more information visit www.WomenChildrenPost2015.org
3. CONSULTATION PROCESS

The Partnership for Maternal, Newborn & Child Health (PMNCH; Partnership) has been tasked with coordinating multi-stakeholder consultations to provide inputs, feedback and build ownership of the updated Global Strategy for Women’s, Children’s and Adolescent Health (Global Strategy). The consultation process is a key deliverable of the Advocacy and Communications work stream, led by PMNCH and the UN Foundation, under the overall guidance of the Strategy and Coordination Group.

PMNCH consultations on the development of the updated Global Strategy are divided in two rounds:

- **Round I (Feb-March 2015):** The first round of consultations was held to collect comments on what the updated Global Strategy should include and how it should build on the strengths and limitations of its first iteration (2010-15). Consultations heard the views of more than 4,550 organisations and individuals, including written comments from more than 375 unique organizations and networks. A report synthesising lessons learned from Round I consultations was published on the 2nd April, and was used by the EWEC Writing Team to inform the development of the first draft of the Global Strategy. The synthesis report is available on the consultation web hub at [www.WomenChildrenPost2015.org](http://www.WomenChildrenPost2015.org).

- **Round II (5th May - 5th June 2015):** The zero draft of the updated Global Strategy will be shared with a wide audience for their comments and suggestions from 5th May 2015 ([here](http://www.WomenChildrenPost2015.org)). Round II consultations are being held to seek feedback on the Draft Global Strategy. Planned events include a Stakeholder Consultation event, to be held in Johannesburg 6-7th May 2015, and a high-level event at the World Health Assembly in Geneva 18 May. The Global Strategy Writing Team will consider all feedback received in developing the final version of the Strategy. As with the previous rounds of consultations, it will not be possible to respond to individual comments. The Writing Team will provide a summary report on how the main themes emerging from the consultation feedback influenced the final version of the Global Strategy so that respondents have a better sense of how their contributions and views were taken on board. A second Synthesis Report, incorporating feedback from this consultation round will be published by 15th June.

- **Next steps:** Drawing on this Synthesis Report, the updated Global Strategy will be finalised and launched at the UN General Assembly in September, along with a draft five-year implementation plan and will be proposed for formal endorsement at the World Health Assembly in May 2016.
4. **Citizens’ Hearings and Engaging Youth**

Listening to the voices of under-represented stakeholders is a key aspect of these consultations. Given that the updated Global Strategy is explicitly including Adolescents for the first time, it is more important than ever that we engage the people that it will affect the most. During Round I consultations, community and youth representatives were engaged on an unprecedented level through in-country citizens’ hearings and a series of innovative youth consultation events.

**Citizens’ Hearings**

Citizens’ Hearings were held in 5 countries and engaged over 2,200 people from under-represented communities. Highlights included:

- Hearings in Indonesia which conducted 42 focus group discussions in 40 districts!
- Hearings in Tanzania and Uganda which were attended by nearly 1000 people each!

**#Adapt: Listening and responding to adolescent voices**

- Over 362 adolescents and youth organisations made their opinions heard through:
  - 4 youth consultation events
  - 3 targeted surveys
- Consultations used innovative outreach methods:
  - Infographic targeted towards adolescent engagement
  - Girls’ Globe held a simultaneous Google Hangout and Twitter conversation: *Youth Voices, Let’s talk about Adolescent Health*
  - Hriday youth network went into a New Delhi school to canvas 180 pupils’ views on youth issues for the Global Strategy.
5. ORGANIZING YOUR CONSULTATION

Thank you for holding a consultation meeting about this important process. The note of your consultation is a critical part of the consultation process and we look forward to receiving it. The note will ensure that views expressed during the meeting will be fed into the process and will have impact. These guidance notes are designed to help you optimise the impact of your consultation.

For the notes:

- Please indicate how many participants attended the session (approximately), how long the consultation lasted for, who provided presentations/introductions, and where the meeting was held/who it was hosted by.

- In your report, please ensure the first section contains the summary statement of views held and expressed, as well as any concerns or questions, suggestions and advice. What were the issues of greatest interest/longest discussion and were there points of rapid consensus?

- Try to ensure that the note represents a balanced view of all the issues discussed. Whilst not always feasible, agreement by the group of the summary statement would be helpful, especially the top three to five points.

- Notes will have the greatest impact if they are structured by theme or question rather than in the order of discussion (see suggested template in Table 1).

- In noting detail, it would be helpful to:
  - Attribute views to constituencies (e.g. as stated by an international NGO/donor...). Providing names is not necessary.
  - Aim to provide a couple of quotations that were memorable or somehow captured thinking well. It will be necessary to get constituency attribution for a quote (a country-based NGO, a private sector organisation etc.)
  - Write in full sentences if possible but bullet points can be submitted as long as the full meaning is clear. If we are unable to understand the meaning of the statement, we will have to exclude it from the analysis.
To share the experience:

- Take some photographs if possible and e-mail directly to PMNCH’s Communications Officer Veronic Verlyck, who can ensure that they are uploaded to the hub and/or PMNCH website (ndurev@who.int)
- Encourage others to blog about the event and to tweet using the #Commit2Deliver hashtag, which is being used to capture the conversation among the community about the women’s and children’s health agenda in 2015 and beyond.
- Write a 250-350 word web-story and include the event, date, location, number of participants, any speakers, and sponsoring agency/ies, as well as highlights from the event and agreed next steps. A selection of sample web-stories is provided below:

**Suggested themes:**

Table 1 is provided as guidance to organise consultation notes. However, consultation notes can be submitted using any logical format.

*Table 1: Suggested thematic areas*

<table>
<thead>
<tr>
<th>Thematic area</th>
<th>Main points</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>General comments on Zero Draft Global Strategy as a whole</strong></td>
<td></td>
</tr>
<tr>
<td>Extent to which the Draft Global Strategy meets expectations</td>
<td></td>
</tr>
<tr>
<td><strong>Specific comments on each section of the Draft Global Strategy</strong></td>
<td></td>
</tr>
<tr>
<td>Every Woman; Every Child and Adolescent; Everywhere: A Global Journey – <em>whether the priorities and actions reflect the right balance needed for the Post-2015 era</em></td>
<td></td>
</tr>
<tr>
<td>Big returns to investing in women’s, children’s and adolescents’ health – <em>whether the investment case is compelling, comprehensive and includes good evidence,</em></td>
<td></td>
</tr>
<tr>
<td>What is needed: Overcoming the challenges and defining clear goals – <em>whether the three overarching goals capture the breadth of activities and range of priorities needed for the Post-2015 era</em></td>
<td></td>
</tr>
<tr>
<td>How to achieve the goals: 7 Transformative Actions – <em>extent of agreement for the proposed</em></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Thematic area</th>
<th>Main points</th>
</tr>
</thead>
<tbody>
<tr>
<td>General comments on Zero Draft Global Strategy as a whole</td>
<td><em>actions; proposals for the monitoring and accountability framework and thoughts on the proposed Social Compact</em></td>
</tr>
<tr>
<td></td>
<td><em>We all have a role to play – agreement over the contents, framing and language used for each of the aspects outlined (eg national leadership, financing mechanisms, innovation and technical support)</em></td>
</tr>
</tbody>
</table>

**Submit your consultation note:**

You can upload your note on [www.WomenChildrenPost2015.org](http://www.WomenChildrenPost2015.org) or email to pmnch@who.int.
6. **SUGGESTED QUESTIONS FOR CONSULTATIONS**

Sample questions to foster discussion are provided below. You can upload feedback here. Or take the [online survey](www.WomenChildrenPost2015.org).

**General comments on the Zero Draft of the Global Strategy for Women’s, Children’s and Adolescents’ Health**

- What is your general opinion of the First Draft of the Global Strategy? (i.e. is it focused on the right priorities; accurate; inclusive; evidence –based; rights-based; builds on lessons learned; compelling; ambitious enough to achieve its intended goals; strategic & focused on the right priorities; a good reflection of agreed principles)
- Is the zero draft Global Strategy is a fair reflection of the input provided through the round 1 synthesis report
- Are you confident that your input during this consultation will impact on the final draft of Global Strategy?
- Are open consultations are an effective tool for gathering contributions and feedback?
- Overall, to what extent does the first draft of the Global Strategy meet your expectations?

**Specific comments on each section of the First Draft of the Global Strategy for Women’s, Children’s and Adolescents’ Health**

*Every Woman, Every Child and Adolescent, Everywhere: A Historic Journey and Opportunity*

- Does the context, past success, and opportunities for the future set out in this section make a compelling case for updating the Global Strategy for the Post-2015 era?
- Do you have any specific comments you would like to make on the “Every Woman, Every Child and Adolescent, Everywhere: A Historic Journey and Opportunity” section of the Zero Draft Global Strategy? (i.e. are there any major omissions or statements that you strongly agree or disagree with?)

*Big returns to investing in women’s, children’s and adolescents’ health*

- To what extent is the investment case set out in this section compelling and complete?
- Do you have any specific comments you would like to make on the “Big returns to investing in women’s, children’s and adolescents’ health” section of the Zero Draft Global Strategy? (i.e. are there any major omissions or statements that you strongly agree or disagree with?)

What is needed: Overcoming the challenges and defining clear goals

- On balance, do the three overarching goals for the Global Strategy, “Survive, Thrive and Transform”, together capture the breadth of activity and range of priorities in reproductive, maternal, newborn, child and adolescent health for the Post-2015 era?
- Do you have any specific comments you would like to make on the “The world we want in 2030: Goals & Targets” section of the Draft Global Strategy? (i.e. are there any major omissions or statements that you strongly agree or disagree with?)

How to achieve the goals: 7 Transformative Actions

- The Strategy elaborates the central role of a human rights based approach and seven transformative actions needed. Does this section comprehensively justify and elaborate the human rights approach and equity as an underlying and cross-cutting component?
- Are the seven transformative actions the right ones?
- Do you have any ideas for the monitoring and accountability framework and processes which will be developed once the draft strategy is completed?
- Looking at the “Social Compact for Every woman, child and adolescent, everywhere” (copied below), do you feel this includes the most important elements of the Global Strategy? Is it clear and concise and a useful way of framing the Strategy?

Figure 5. A social pact for every woman, child and adolescent, everywhere

- Do you have any specific comments you would like to make on the “How to achieve the goals: 7 Transformative Actions” section of the Draft Global Strategy? (i.e. are there any major omissions or statements that you strongly agree or disagree with?)
We all have a role to play

- To what extent do you agree with the aspects outlined in this section, including the contents, framing and language used? Specifically, in terms of national leadership, global and regional partnerships, financing mechanisms, innovation mechanisms, technical support mechanisms, and accountability framework.
- Do you have any specific comments you would like to make on the “We all have a role to play” section of the Draft Global Strategy? (i.e. are there any major omissions or statements that you strongly agree or disagree with?)

Final comments

- Was the zero draft of the Global Strategy clearly written; easy to understand; too long or too short? Were the graphs and illustrations helpful and informative?
- Will the Global Strategy be an effective instrument to help deliver the health SDGs?
- Will the Global Strategy support countries effectively in their efforts to build national implementation plans?
- Do you have any additional, general comments on the strategy, including its priorities, structure and approach?
7. **JOIN THE CONVERSATION**

PMNCH is actively sharing available information on the Global Strategy and creating opportunities for its membership and the broader RMNCAH community to discuss and submit views on this initiative. To reach the greatest range of stakeholders, PMNCH is opening a number of channels including:

- [www.WomenChildrenPost2015.org](http://www.WomenChildrenPost2015.org) is a dedicated, web-based, interactive space which provides access to information about the Global Strategy, and enables stakeholders to download available tools and resources, upload replies and comments to a set of survey questions, ask questions, post blogs, access posted links to relevant documents, case studies etc. Stakeholders are able to upload their comments onto the website. The survey includes an option to remain anonymous. Another way to send input is by e-mail with your comments to: pmnch@who.int.

- Opportunities to discuss relevant issues within the PMNCH constituencies of academic, research and teaching institutions (ART), donors and foundations, health care professional associations (HCPAs), multilateral organizations, non-governmental organizations, and private sector. These discussions will take place through conference calls, in-person meetings, and electronic exchanges, and will be facilitated by the development of additional, constituency specific, questions around the Global Strategy.

- In addition, a Consultative Advisory Group (CAG) has been established, made up of representatives from each of the PMNCH constituencies able to field a representative. The CAG enables cross-constituency discussions and an opportunity for constituency representatives to feed back to their respective constituencies emerging views across the membership.

- Taking advantage of global and regional meetings during the consultation period by holding side-meetings and develop other consultation opportunities. The debate from these meetings will contribute to deepening the cross-constituency discussion. A full calendar of events is available at [www.WomenChildrenPost2015.org](http://www.WomenChildrenPost2015.org).