

The Partnership for Maternal, Newborn and Child Health

Advocating for change for adolescents' toolkit

Call for proposals

Eligible countries include Liberia, Ghana, Sierra Leona, Zimbabwe, Zambia

Background

The Global Strategy for Women's, Children's and Adolescents' Health 2016-30 places countries at the centre of efforts to improve health outcomes for women, children and adolescents. The Strategy also acknowledges adolescents being critical to achieving the Sustainable Development Goals (SDG) by 2030. It makes the argument that "by investing in the right policies and programmes for adolescents to realize their potential and their human rights to health, education and full participation in society, we can unleash the vast human potential of this 'SDG Generation' to transform our world."

In October 2015, the Partnership for Maternal, Newborn and Child Health's Board endorsed an Adolescent and Youth constituency. Since then, the vibrant Constituency –composed of youth-led and youth-serving organisations working at country, regional and global levels –has driven PMNCH's Adolescent Health portfolio as one of six pillars in the Every Woman Every Child Partners' Framework. As a result, the 'Advocating for change for adolescents' toolkit was launched at the Global Adolescent Health conference in Ottawa in May 2017 by PMNCH and Women Deliver.

The toolkit is a resource for youth-led and youth serving organisations to champion and advocate for prioritisation of adolescent health and well-being in their countries. Five youth-led organisations received a grant to implement the first cycle (pilot phase) of the roll-out of the toolkit in Nigeria (Education as a Vaccine), Cameroon (Cameroon Agenda for Sustainable Development), Malawi (Youth Act Alliance), India (YP Foundation) and Kenya (Organization of African Youth of Kenya). The youth-led organisations completed the pilot phase of the project in 2018 provided extensive feedback on updates to the toolkit, which resulted in the development and release of the second and updated "Advocating for Change for Adolescents toolkit 2.0" at the Partners Forum in India, New Delhi in December 2018.

From 2017 to 2019, the five youth-led organizations who received financial and technical support to implement the toolkit in their countries; have since used the toolkit to guide their design, implementation, and monitoring of national advocacy action roadmaps to improve the health and well-being of adolescents through policy-specific changes. In addition, they have adapted the global Toolkit 2.0 to country products, which have been disseminated widely to build young people's capacity on advocacy and accountability using the latest country-based data and case studies

The second phase of this project (2020-2021) will focus on continuing the efforts of the five grant recipients, and supporting an additional five countries to drive national-level advocacy and accountability for adolescent health and wellbeing, leveraged through the strengthening of youth coalitions. The five additional countries will also adapt the global Toolkit 2.0 to country products in order to build young people's capacity using relevant country data and case studies.

In addition, PMNCH will amplify this youth-led advocacy and accountability in the ten countries by working with the youth coalitions to design and implement an umbrella adolescent health and wellbeing campaign designed to amplify priorities at national, regional and global levels. This will involve leadership from the youth coalitions to mobilize young people at national and subnational level, develop key messages, and campaign products including blogs, social media tiles and an online website to amplify the priorities of adolescents.

Recognizing that PMNCH is currently working in several countries on building multi-stakeholder platforms, it is important for the additional five countries to be in those countries.

The five countries selected must be the following countries: Liberia, Ghana, Sierra Leona, Zimbabwe, Zambia (based on PMNCH priority countries and membership of the Adolescents and Youth Constituency). **Notably, PMNCH will be investing in multi-stakeholder platforms and GFF Civil Society Grants in the eligible countries. To amplify the voices of young people, this project will support the selected youth coalitions to meaningfully engage in multi-stakeholder platforms to advance women's, children's and adolescents' health. This is ongoing work that will involve liaising closely with key partners at country level, including the H6+ agencies and the GFF Civil Society Steering Committee.**

Roles/responsibilities

- Map youth networks at national and subnational level for engagement in this project from the onset;
- Convene a meeting with networks to develop a national advocacy and accountability roadmap on adolescent health and wellbeing, taking into account latest data, identified gaps, national priorities, engagement opportunities in platforms such as the PMNCH multi-stakeholder platforms and Global Financing Facility (GFF) country platforms;
- Develop a national advocacy and accountability roadmap, using the Advocating for change for adolescents' toolkit methodology, including opportunities to meaningfully engage in the PMNCH multi-stakeholder platforms and GFF country platforms;
- Develop a budget and monitoring and evaluation framework in line with the advocacy and accountability roadmap;
- Implement, monitor and evaluate the advocacy and accountability roadmap including specific report-back activities and deliverables aligned with an approved budget, monitoring and evaluation framework and communications/social media strategy;
- Review progress on the implementation of the country-specific advocacy and accountability roadmaps on a regular basis with youth networks, every six months, including revisions when necessary;
- Develop a campaign on adolescent health and wellbeing, based on consultations with youth networks and with support from the PMNCH advocacy campaign coordinator, which includes:
 - Developing relevant campaign tools, such as a campaign brief synthesizing key priorities, blogs and social media tiles, as well as contributing to the campaign website;
 - Adapt the Global Advocating for change for adolescents' toolkit 2.0 to a country product for youth capacity building and mobilization;

- Host a national launch for the country product in collaboration with decision makers, if possible Implement a dissemination strategy for the country product to build young people's capacity building and mobilization;
- Host a campaign launch around adolescent health and wellbeing to be developed in line with the other nine countries;
- Join regular check-in calls and digital communications throughout the two-year grant lifecycle (from design and implementation to the monitoring and evaluation of the effort) to chart progress and receive technical support.
- Engage in regular discussions with partners to report on activities and lessons learned, including an exchange of best practices where the toolkit is implemented.
- Identify a representative to engage in regional and global advocacy meetings, when funding is available to showcase progress on the work to date and engage with decision-makers; and,
- Deliver six-month reports and final report (including both project narratives and budgetary reports).

Deliverables

- Youth coalition established and/or strengthened at national and subnational level;
- Advocacy and accountability roadmaps, work plans in-country implemented including engagement in the PMNCH multi-stakeholder platforms and GFF country platforms, by 31 December 2020;
- Budget and monitoring and evaluation framework developed and updated as necessary by 31 December 2020;
- Revised advocacy roadmaps and work plans by February 2021 as necessary and in line with the national context and implemented by 31 December 2021;
- Adapted country-specific toolkit implemented and disseminated by 30 October 2021;
- Presented country findings/lessons virtually and in global events, where possible;
- Effective communication/social media strategy developed to amplify advocacy and accountability messages by February 2020 and implemented by 31 December 2021; and,
- Interim Progress report every six-months and final technical/financial report by 31 November 2021.

Selection criteria

Selection criteria for a national youth network/alliance:

- Interest in meaningful engagement in national health and policy planning processes
- Interest in advocacy and accountability to advance adolescent health and wellbeing
- Capacity to manage a small grant (15,000 K per year), including hosting the national training to roll-out the toolkit, implementing activities as part of the national advocacy and accountability roadmap and submitting a final report of activities
- A youth-led organization based in one of the following countries, with visibility at country level, particularly on technical working groups or other country platforms:

- Liberia, Ghana, Sierra Leone, Zimbabwe and Zambia.

Application

- Organizational background as well as motivation and relevant qualifications to lead on this project;
- CVs of staff engaged in the project, including the focal point preferably below the age of 28 (please specify age and other qualifications based on the selection criteria); and,
- Two references with contact details.

Country applicants must submit application to pmnch.ayc@gmail.com by Wednesday, 29 January 2020

Draft Timeline:

Milestones	Target Deadline
Youth-led Organizations Informed of Grant Award	15 February 2020
Concept Agreement between PMNCH and Technical Coordinator (2020-2021)	15 March 2020
Transfer Funding to Technical Coordinator (to be selected)	1 April 2020
Project Lifecycle – Year 1 Begins	15 April 2020
Disbursement of Funding Provided to Grantees to Implement National Advocacy Roadmaps	15 April 2020
Year 1 - Regular TA support	Monthly calls/Virtual support
Ten National Strategies Developed and Approved	1 June 2020
Interim report – Project cycle 1	August 2020
Five Country Adapted Tools Developed	15 December 2020
Project Lifecycle – Project cycle ends	November 2020
End of project cycle report	31 December 2020

Review/revise roadmaps as necessary	31 January 2020
Regular TA support – project cycle 2	Monthly calls/Virtual support
Interim report – project cycle 2	30 June 2021
Final report – project cycle 1 & 2	31 November 2021