

# PMNCH Strategy 2021-2025: Dissemination Plan

Sept-Oct 2020

Nov-Dec 2020

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Launch of the PMNCH Strategy 2021-2025 at the Accountability Breakfast 2020

**Activities:**

- ✓ [AYC rep introduced the film](#)
- ✓ [NGO rep and PMNCH ED commented the strategy](#)

**Reach:**

- ✓ 2,200+ viewers from 110+ countries

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Pre and post event circulation of web and social media Strategy materials

**Activities:**

- ✓ [Web story](#) with reference to the [strategy](#)
- ✓ Pre-event social media: [Tw](#), [Fb](#), Ig
- ✓ Post-event social media: [Tw](#), [Fb](#), Ig
- Op-ed with reference to the strategy

**Reach:**

- ✓ Estimated social media reach: 850,000+
- Op-ed TBC at the end of October

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Other digital communication efforts dedicated to the strategy

**Activities:**

- ✓ [Page on website](#) dedicated to the strategy with links to video and strategy itself
- Social media cards for dissemination
- Dedicated e-blast about the Strategy to be released in October

**Reach:**

- 7,000+ e-blast subscribers
- Others TBC at the end of October

4

Media products/ outreach to a broad audience, including through PMNCH champions

**Activities:**

- Interview with Helen on the Strategy with media outlet (TBC)
- 5-minute video interviews with Board/SC members from different constituencies discussing what is new & valuable about the Strategy

**Reach:**

- TBC – web and social media circulation

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Translated Strategy materials for members & actors in global health and development

**Activities:**

- Language versions of the Strategy in FR, SP and AR
- Shorter 4-6 page brochure version of the Strategy with short key messages

**Reach:**

- TBC – web and social media circulation, targeting external audiences, including the 10 multi-stakeholder partnerships that co-hosted our Accountability Breakfast 2020