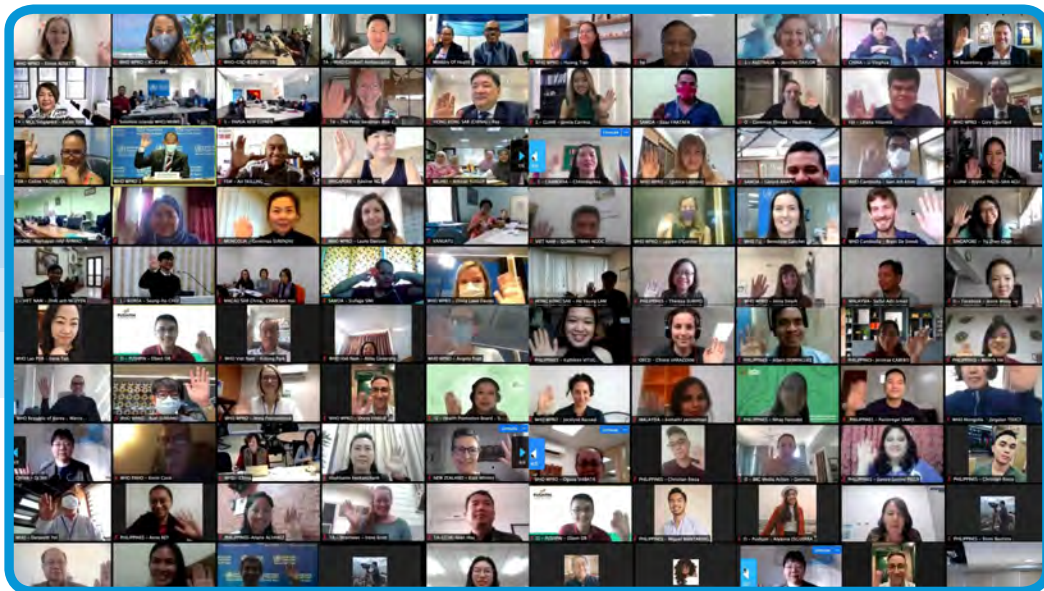


Meeting Report

COMMUNICATION FOR HEALTH (C4H): BUILDING ON EXPERIENCES IN THE CONTEXT OF COVID-19 TO STRENGTHEN USE OF STRATEGIC COMMUNICATIONS IN THE WESTERN PACIFIC REGION



8-10 December 2020

Virtual meeting



WORLD HEALTH ORGANIZATION
REGIONAL OFFICE FOR THE WESTERN PACIFIC

RS/2020/GE/37(virtual)

English only

MEETING REPORT

COMMUNICATION FOR HEALTH (C4H):
BUILDING ON EXPERIENCES IN THE CONTEXT OF COVID-19 TO STRENGTHEN USE OF
STRATEGIC COMMUNICATIONS IN THE WESTERN PACIFIC REGION

8–10 December 2020

Virtual meeting

Convened by:
WORLD HEALTH ORGANIZATION
REGIONAL OFFICE FOR THE WESTERN PACIFIC

Not for sale

Printed and distributed by:

World Health Organization
Regional Office for the Western Pacific
Manila, Philippines

March 2021

NOTE

The views expressed in this report are those of the participants of Communication for Health (C4H): Building on Experiences in the Context of COVID-19 to Strengthen Use of Strategic Communications in the Western Pacific Region and do not necessarily reflect the policies of the conveners.

This report has been prepared by the World Health Organization Regional Office for the Western Pacific for Member States in the Region and for those who participated in the virtual meeting on Communication for Health (C4H): Building on Experiences in the Context of COVID-19 to Strengthen Use of Strategic Communications in the Western Pacific Region from 8 to 10 December 2020.

CONTENTS

SUMMARY.....	1
INTRODUCTION.....	3
The inaugural C4H meeting.....	3
Meeting objectives.....	4
PROCEEDINGS.....	6
DAY 1.....	6
Opening session.....	6
Opening plenary: Communications and COVID-19: What did we get right? What did we get wrong and how can we do better?.....	8
Country perspectives #1: (Almost) 12 months into the pandemic, what have been countries' greatest communication challenges and opportunities?	10
Regional Office briefing: Communication for Health (C4H), WHO's approach to strategic communications in the Western Pacific Region	13
DAY 2.....	16
Panel #1: In the post-truth era, how do we combat the onslaught of misinformation to deliver health advice that people trust?	16
Panel #2: When human behaviour is both our most effective tool and greatest challenge, how can behavioural insights be used to communicate more effectively?	19
Skills-based session #1: Behavioural insights for health.....	22
DAY 3.....	24
Panel #3: What have we learnt from past challenges in overcoming vaccine hesitancy, and how can these inform communications around a potential COVID-19 vaccine?	24
Country perspectives #2: Thinking about COVID-19 vaccinations and C4H more broadly, what are countries' highest priorities, and how can WHO best support these?	26
Skills-based session #2: Communications measurement, evaluation and learning	29
Closing	32
CONCLUSIONS AND RECOMMENDATIONS.....	35
CONCLUSIONS	36
RECOMMENDATIONS.....	37
Recommendations for Member States	37
Recommendations for WHO.....	37
ANNEXES.....	39
Annex 1. List of participants	
Annex 2. Meeting programme	

Key words:

Communication / COVID-19 / Disease outbreaks / Strategic planning

SUMMARY

On 8–10 December 2020, the World Health Organization (WHO) Regional Office for the Western Pacific convened a virtual meeting on *Communication for Health (C4H): Building on experiences in the context of COVID-19 to strengthen use of strategic communications in the Western Pacific Region*.

In all, more than 180 Member State representatives, communications experts, partners and WHO staff came together to build a shared understanding of the C4H approach, leverage key learnings in health communications – particularly in the context of the coronavirus disease 2019 (COVID-19) pandemic – and contribute to the shared goal of making the Western Pacific the healthiest and safest region. The meeting was chaired by Dr Angela Pratt, Director of the Regional Director's Office and Communications and External Relations, WHO Regional Office for the Western Pacific.

The meeting included expert panels, country perspectives and skills-based sessions. Invited experts shared their reflections on communication achievements and lessons for improvement in relation to the COVID-19 response, provided insights on combating health misinformation, discussed the application of behavioural insights for more effective communications, and spoke on past experiences in overcoming vaccine hesitancy that may be relevant to communications around a COVID-19 vaccine.

Representatives from Member States shared stories about their countries' greatest communication challenges and opportunities during the pandemic. They also discussed their countries' highest priorities regarding COVID-19 vaccinations and C4H more broadly and identified ways for WHO to best support these priorities.

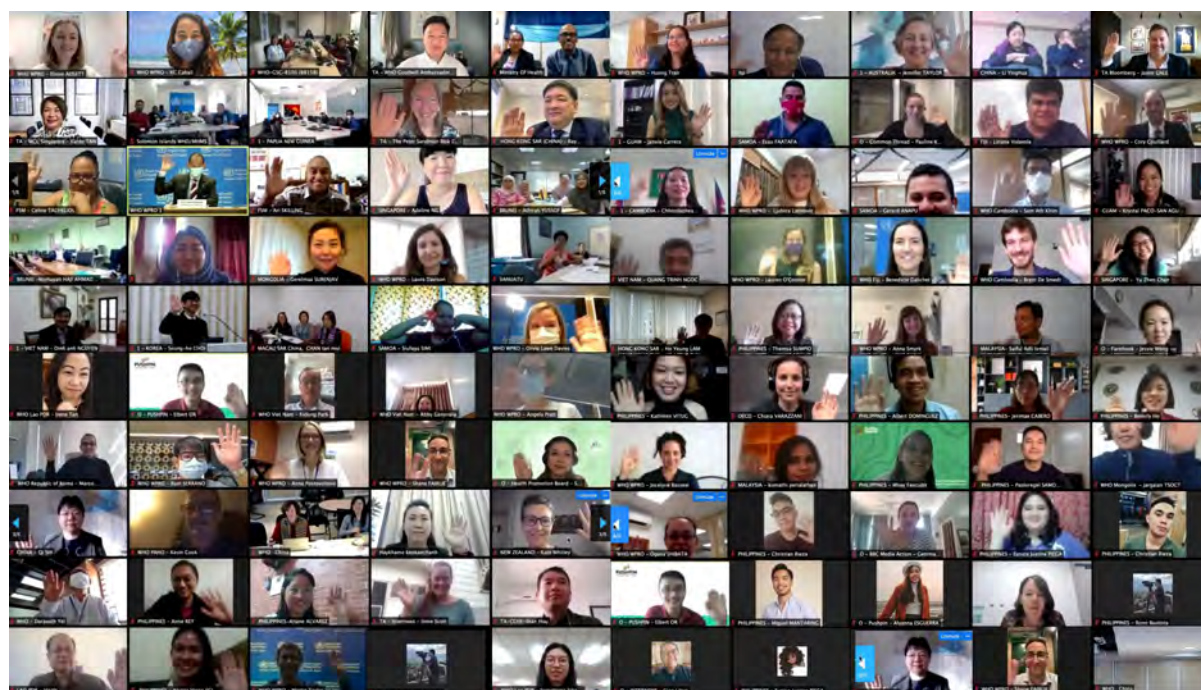
During the meeting, the Regional Office also provided an overview of the C4H approach and showcased how the principles of C4H have been harnessed in responding to COVID-19. Meeting participants took part in two C4H skills-based sessions, led by experts in the fields of behavioural insights, and communications measurement, evaluation and learning.

During the meeting, discussions emerged on the need for timely, transparent, and consistent communication messages when responding to a disease outbreak, and the challenges of achieving this when the information and context are uncertain or ever-changing. Participants identified these key communication challenges:

- addressing the health “infodemic”, especially in resource-constrained environments;
- reaching remote, minority and vulnerable populations;
- addressing pandemic fatigue, complacency and possible vaccine hesitancy;
- going beyond social media to engage with and listen to communities on the ground; and
- using behavioural insights when such an approach takes time, patience and persistence.

Participants emphasized the importance of countries collaborating with one another and with WHO and partners to advance the C4H approach regionally. WHO welcomed feedback from Member States on requested support, including through capacity-building activities for communicating on COVID-19 vaccines, behavioural insights, and measurement, evaluation and learning. WHO is also committed to providing technical support for strategic communications and sharing C4H guidance documents and tools as they are developed. Lastly, WHO and partners will support Member States in making the case for investing in C4H.

Meeting participants – Participants of the meeting included Member State representatives, communications experts, partners and WHO staff with expertise including risk communication, social and behaviour change communications, behavioural insights, media and journalism, health promotion, community engagement, and communications measurement and evaluation.



COMMUNICATION FOR HEALTH (C4H):
Building on experiences in the context of COVID-19 to strengthen
use of strategic communications in the Western Pacific Region

预览已结束，完整报告链接和二维码如下：

https://www.yunbaogao.cn/report/index/report?reportId=5_24027

