

STRATEGIC COMMUNICATIONS FRAMEWORK FOR WHO IN THE WESTERN PACIFIC REGION



Strategic Communications Framework for WHO in the Western Pacific Region

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Introduction

Strategic, effective, integrated and coordinated communications is integral to achieving the World Health Organization (WHO) mission of building a better, healthier future for all people.

The health challenges faced by countries in the WHO Western Pacific Region are complex and diverse. Communications plays a crucial role in WHO's work supporting Member States to address these challenges – from increasing awareness of health risks and how to protect against them, to advocacy for policies that benefit health and improve health outcomes, to building partnerships and alliances that are needed to address many of these health issues over the long term.

In this context, this *Strategic Communications Framework for WHO in the Western Pacific Region* sets out the Organization's overall approach and strategy for communications in the Region. The Framework charts an overall direction and provides practical tools and guidance for staff members in the WHO Regional Office for the Western Pacific and WHO country offices in communicating more effectively as we work towards our goal of protecting and improving the health of the nearly 1.9 billion people of the Western Pacific Region.

The Framework @ a glance

OVERALL OBJECTIVE

Use communications as a tool to achieve WHO's mission of protecting and improving the health of the nearly 1.9 billion people of the Western Pacific Region.

Six principles of effective communications

 Accessible	 Relevant
 Actionable	 Timely
 Credible and trusted	 Understandable

Our key audiences: health decision-makers

Individuals	Communities
Health-care providers	International organizations, donors, stakeholders and partners
Policy-makers	WHO staff

Platforms for connecting with our key audiences

Corporate communications

预览已结束，完整报告链接和二维码如下：

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