Is WHO a global health authority on this health issue?

What does WHO know about the issue? Are there still questions to be answered?

Do at-risk populations recognize WHO as a credible resource on this subject?

What to ask when planning:

WHO communicators use every opportunity to:
• demonstrate WHO’s competence, openness, dependability, commitment and caring
• reinforce the trustworthiness of WHO brand
• defend and build the reputation of the Organization

When decision-makers trust WHO, they will:
• believe, and act on, the information communicated by the Organization
• base their decisions on WHO’s recommendations

How to make your communications credible and trusted:

Ensure technical accuracy:
• clear and cross-check content
• maintain version control

Communicate:
• keep fact sheets up to date
• explain how WHO analyses data
• address errors

Be transparent:
• make information available quickly
• communicate about relationships with non-State actors

Coordinate with partners:
• harmonize messaging and timing with partners
• give information to partners perceived by audiences as most credible

Share and disseminate partners’ messages:
• cross-link web materials to reach new audiences
• develop joint publications and press releases

Meet regularly with technical teams:
• share core messages across all levels
• convene WHO communicators from the three levels regularly

Speak as “one WHO”:
• coordinate during emergencies
• maintain a global editorial calendar

Leverage the WHO brand:
• use the WHO brand for maximum impact
• protect the WHO brand and intellectual property

Amplify messages to influence global health policy:
• prepare, support and make visible WHO spokespersons at all levels

Proactively position the organization across diverse contexts and various audiences

WHO Strategic Communications Framework

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