Principles for effective communications

**UNDERSTANDABLE**

Various audiences in diverse circumstances
- need easy-to-grasp health information
- expect clear, culturally sensitive WHO content

**IN ORDER TO**
- trust WHO
- see the health risk
- take actions

Are audiences familiar with the topic?
- Will your messages be visualized?
- Which messages are most important for specific audiences?
- Are you communicating in their languages?
- What action people should take?
- Can you check if the meaning of your messages is clear?

**WHAT TO ASK WHEN PLANNING**

**HOW TO MAKE COMMUNICATIONS UNDERSTANDABLE?**

- formulate well the desired outcome
- ensure that diverse people comprehend your words
- bring a human face to health needs
- tell how WHO protects health and saves lives

**USE CLEAR AND PLAIN LANGUAGE**
- get to the point quickly
- adapt content for the web
- know what the audience needs

**MAKE IT VISUAL**
- present information with illustrations, images, infographics and videos
- clarify sequences, timelines and relationships with drawings
- amplify your YouTube reach

**TELL REAL STORIES**
- inspire people with success stories
- showcase decision-makers who realized health gains by implementing WHO advice

**USE FAMILIAR LANGUAGES**
- communicate and generate content in all WHO languages
- let experts in countries lead in creating or adapting content
- support rapid translation in emergencies.

**WHO Strategic Communications Framework**