

Awareness Raising and Risk Communication

A Webinar of the Global Chemicals and Health Network

Thursday 28 January 2021
14:00-16:00 CET

For more information:
gchn@who.int



Aim of the Meeting

The aim of this meeting for members of the WHO Global Chemicals and Health Network is to share experience in awareness-raising campaigns and risk communication for successful chemicals management. Awareness-raising is a process that seeks to inform and educate people about a topic or issue with the intention of influencing their attitudes, behaviours and beliefs towards the achievement of a defined purpose or goal. Communicating risks to the public is important for mitigating and preventing exposures that may adversely affect health.

Presentations

Examples of successful awareness-raising campaigns from around the world and risk communication strategies will be presented to catalyse discussion on effective strategies, methods and tools that can be employed. The meeting aims to deliver useful tips and information on how to prepare an effective campaign and communicate risks, how to construct key messages, choose a target audience and involve stakeholders. Materials, including WHO guidance on preparation of awareness-raising campaigns will be presented.

Agenda of the Meeting

The list of speakers will be distributed in advance of the webinar to registered participants.

The meeting will be conducted in English.
Questions about the event should be sent to
gchn@who.int



**World Health
Organization**