**Principles for effective communications ACCESSIBLE**

### OUR DIVERSE AUDIENCES

- rely on being able to access the health information they need
- expect WHO’s messages to be available through multiple channels

### IN ORDER TO

- make informed decisions
- protect and improve their health and the health of others they are responsible for

### WHAT TO ASK WHEN PLANNING

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
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<tbody>
<tr>
<td>What channels do audiences have access to?</td>
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<tr>
<td>What channels do they prefer for receiving and seeking health information?</td>
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<tr>
<td>Are there WHO partner channels to use for hard-to-reach audiences?</td>
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<td>What channels enable two-way engagement, interaction between decision-makers and WHO?</td>
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<tr>
<td>Which set of channels will best support your specific communications plan?</td>
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<td>What resources do you need to develop products for the selected channels?</td>
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### HOW TO MAKE YOUR COMMUNICATIONS ACCESSIBLE?

1. **IDENTIFY EFFECTIVE CHANNELS**
   - analyse your audiences’ access to different channels and their preferences
   - use global channels to reach broad diverse audiences
   - use partner channels

2. **MAKE INFORMATION AVAILABLE ONLINE**
   - use the channels preferred by regional and country offices to reach targeted audiences with tailored information
   - consider non-traditional channels (e.g. disseminate message through non-health ministries or local authorities)
   - pay attention to visuals to ensure content is highlighted
   - place information consistently and strategically, to increase users’ ability to find it
   - create emergency specific webpages

3. **ENSURE ACCESS FOR PEOPLE WITH DISABILITIES**
   - respect the right of all people to have access to WHO information, advice and guidance
   - use modern information and communication technologies
   - design compatible web content
   - consider individuals with low vision

**WHO Strategic Communications Framework**