**Principles for effective communications**

**COMMUNICATORS SHOULD**
- design information in line with WHO's goal to help people take healthy behaviours
- understand the knowledge, attitudes and current behaviours of the target audiences

**IN ORDER TO**
- create messages that address barriers for following WHO's advice
- encourage decision-makers to take the WHO-recommended steps
- bring them towards accepting and acting on WHO advice

**WHAT TO ASK WHEN PLANNING**
- What is the behaviour or action you want target audiences to take?
- Do they understand the situation, the health risks and your recommendations?
- Do audiences feel personally engaged with the issue?
- Do decision-makers understand the benefits of adopting the WHO-recommended behaviours or the consequences of not adopting them?
- What are the barriers they encounter?
- Which social norms may positively or negatively influence people's choices?
- How confident are decision-makers in their ability to endorse the WHO advice?
- Is the target audience able to act independently?
- If they need help, does your message describe the support available or where to find additional information?

**HOW TO MAKE YOUR COMMUNICATIONS ACTIONABLE?**
- provide information
- evaluate the effects of the decisions and actions taken
- propose a cost-benefit analysis
- support and ensure an appropriate understanding of the risk
- move audiences to action
- promote knowledge of solutions and reinforce benefits to overcome barriers
- build people's capacity to make a change
- influence social norms
- instil confidence to act
- plan a communications sequence that moves people from awareness towards a behaviour resulting in health gains
- involve partners early and continuously
- use trusted messengers
- behaviour change campaigns
- model and roll out the desired health behavior
- ensure the availability of community resources
- work with country offices and local partners
- encourage action during health emergencies
- adapt messages and approaches to the rapidly changing status of the health threat
- coordinate messages and advice with partners
- support community engagement

WHO Strategic Communications Framework