WHO Strategic Communications Framework

**Principles for effective communications TIMELY**

**WHO information made available**
- exactly when needed most
- when people are receptive to hear WHO’s advice

**IN ORDER TO**
- engage them at the time they must make health decisions
- help them act on WHO’s advice and guidance

**WHAT TO ASK WHEN PLANNING**
- How to sequence messages to increase take-up of WHO’s health advice?
- When to engage with media?
- How to involve and coordinate with partners?
- How to give audiences time to understand and act on your messages?
- When people have to make a health-related decision?
- How to engage audiences quickly in emergencies?

**HOW TO MAKE YOUR COMMUNICATIONS TIMELY?**

- use all media
- enhance emergency communications
- amplify health awareness days
- plan timing of messages to the risk

**COMMUNICATE WHAT WHO KNOWS EARLY**
- engage opinion influencers
- leverage communications with partners

**COMMUNICATE AT THE RIGHT TIME**
- schedule non-urgent communications on predictable risks for health

**BUILD THE CONVERSATION**
- sequence messages to bring people from awareness to action
- use media and in-person engagement
- deliver health messaging at times agreed with partners

- time the release of your stories to show momentum
- schedule webinars, Facebook hangouts, Twitter chats, YouTube, Periscope, Storify and other channels’ use

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