Digital Channels

Reaching people where they are
Overview

We aim to make reliable health information more accessible and understandable to everyone, by using new ways of communication.

We do this by sharing WHO’s guidance on popular digital platforms. We want to make evidence-based health information accessible to people everywhere, when they need it, helping people make better health decisions.

Digital Channels is guided by three principles:

- Promote accessible evidence-based health information
- Reduce and counter misinformation
- Identify and test tools and channels

Activities

We understand the influential role of digital channels on health in today’s world. We have seen firsthand the demand for reliable, accessible, and timely health information, and equally, we’ve witnessed the detrimental impact of misinformation and disinformation on public health. Our initiatives, from empowering social media influencers to deploying advanced digital tools, have sought to meet this need head-on.

WHO Tech Task Force: Mobilising “big tech” industry
A forum to mobilise, harness and guide the expertise and resources of over 30 large information technology companies, coordinating action on health priorities and crises.

WHO Health Claims Platform: Expert answers to misinformation queries
A platform for social and digital media companies to systematically seek WHO’s advice regarding misinformation claims.

WHO Digital Channels Research: Generating evidence on digital information strategies
Assessing the impact of health messaging strategies, recommending approaches, and mobilising more research in digital health communications.

WHO Fides: Voices you can trust
A WHO network and learning platform for health professionals on social media, empowering them to create engaging health content and counteract misinformation through training, support, and coordinated campaigns.

WHO Gaming collaboration: Convening the gaming industry
Partnering with top gaming companies, we integrate health messages into popular video games, effectively reaching millions of individuals.
Digital Channels at a glance

**UN’s most popular channel**
Our channel on WhatsApp has grown to over 8.2 million users in less than 1 year

**23 million people reached**
with essential health information through WHO’s chatbots on WhatsApp and Facebook since 2019

**200+ healthcare referrals**
facilitated for Ukrainian refugees by our chatbot co-developed with WHO Romania office

**400 billion impressions**
on YouTube’s COVID-19 info panels in 2020, linked to WHO resources

**350 million users**
directed from Facebook to WHO’s COVID-19 information in the first 4 months of 2020, as part of WHO’s Tech Task Force efforts

**289 million visitors**
to WHO’s website in six languages directed from Google search in the last 4 years

**400 influencers reach 130 million people globally**
through our Fides network of healthcare influencers

**1.5 million health misinformation videos removed**
on YouTube between 2020-2022, as part of WHO’s Tech Task Force efforts

**110,000 health quizzes played**
on Kahoot! by teachers and children to improve health literacy and reduce stigma

Data as of April 2024

What we can do for WHO Member States

**Assist in establishing and enhancing digital communication tools:**
We can build capacity to help you set up channels, chatbots, digital humans and other digital tools to disseminate health information in your country.

**Help empower healthcare professionals online:**
We can provide training and support to local or global healthcare influencers to promote health and counteract misinformation online.

**Develop national policies on online health misinformation or harms:**
Drawing from our successful experiences, such as the ban on online alcohol advertising in Nepal, we can assist in shaping policies and practices that tackle online health harms.

**Support the engagement of major technology companies in your country:**
We can help engage tech companies to help address national health priorities.

**Conduct research on digital channels for health:**
We can collaborate in studying the effectiveness of digital health strategies to enhance their impact in your country.

**Innovate new digital health solutions:**
Together, we can co-develop cutting-edge digital approaches to address pressing or long-standing health challenges in your country.
We invite donors, partners and Member States to support our mission and explore partnership opportunities. Together, we can save lives by amplifying the impact of innovative health communication tools. Reach out to us to discuss how we can collaborate towards a healthier world through accessible, reliable, and timely health information.

digitalchannels@who.int