

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 channels do audiences have access to?

What channels do they prefer for receiving and seeking health information?

Are there WHO partner channels to use for hard-to-reach audiences?

WHAT TO ASK WHEN PLANNING

What channels enable two-way engagement, interaction between decision-makers and WHO?

Which set of channels will best support your specific communications plan?

What resources do you need to develop products for the selected channels?

HOW TO MAKE YOUR COMMUNICATIONS ACCESSIBLE?

analyse your audiences' access to different channels and their preferences

use global channels to reach broad diverse audiences

use partner channels

IDENTIFY EFFECTIVE CHANNELS

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)

develop strategies to draw people to the website, sustain their attention, and make information easy to find

place content on multilingual webpages

consider how audiences use the website

MAKE INFORMATION AVAILABLE ONLINE

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

respect the right of all people to have access to WHO information, advice and guidance

use modern information and communication technologies

ENSURE ACCESS FOR PEOPLE WITH DISABILITIES

design compatible web content

consider individuals with low vision

