Principles for effective communications
ACTIONABLE

COMMUNICATORS SHOULD

- *design information in line with WHO's goal to help people to 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*

COMMUNICATING *for* HEALTH

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?

MOVE AUDIENCES TO ACTION

- 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
- 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

BEHAVIOUR CHANGE CAMPAIGNS

- plan a communications sequence that moves people from awareness towards a behaviour resulting in health gains
- involve partners early and continuously
- use trusted messengers
- 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

- use the WHO emergency communications network (ECN)
- consider the communications landscape and emphasize on what is being done to control the emergency
- use consistent planning
- 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