

Principles for effective communications

CREDIBLE AND TRUSTED

When decision-makers trust WHO, they will

- believe, and act on, the information communicated by the Organization
- base their decisions on WHO's recommendations

WHO communicators use every opportunity to

- demonstrate WHO's competence, openness, dependability, commitment and caring
- reinforce the trustworthiness of WHO brand
- defend and build the reputation of the Organization



WHAT TO ASK WHEN PLANNING

Is WHO a global health authority on this health issue?



What does WHO know about the issue? Are there still questions to be answered?



Do at-risk populations recognize WHO as a credible resource on this subject?



Which organizations are perceived as trusted on this issue? Can WHO align?



Who are the best WHO spokespersons on this topic?



Are there any reputational risks, to be considered when planning?



HOW TO MAKE YOUR COMMUNICATIONS CREDIBLE AND TRUSTED?

ENSURE TECHNICAL ACCURACY

clear and cross-check content

maintain version control

keep fact sheets up to date



BE TRANSPARENT

explain how WHO analyses data

acknowledge uncertainty

address errors

make information available quickly

communicate about relationships with non-State actors



COORDINATE WITH PARTNERS

harmonize messaging and timing with partners

cross-link web materials to reach new audiences

give information to partners perceived by audiences as most credible

share and disseminate partners' messages

develop joint publications and press releases



SPEAK AS "ONE WHO"

meet regularly with technical teams

share core messages across all

convene WHO communicators from the three levels regularly

exchange and discuss with regional and country teams

coordinate during emergencies

maintain a global editorial calendar



use the WHO brand for maximum impact

protect the WHO brand and intellectual property

amplify messages to influence global health policy

LEVERAGE THE WHO BRAND

prepare, support and make visible WHO spokespersons at all levels

proactively position the organization across diverse contexts and various audiences

