

Principles for effective communications

CREDIBLE AND TRUSTED



• 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

Is WHO a global health authority on this health issue?

What does WHO know about the issue? Are there still questions \(\square\) to be answered?

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

WHAT TO **ASK WHEN PLANNING**

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

COMMUNICATING

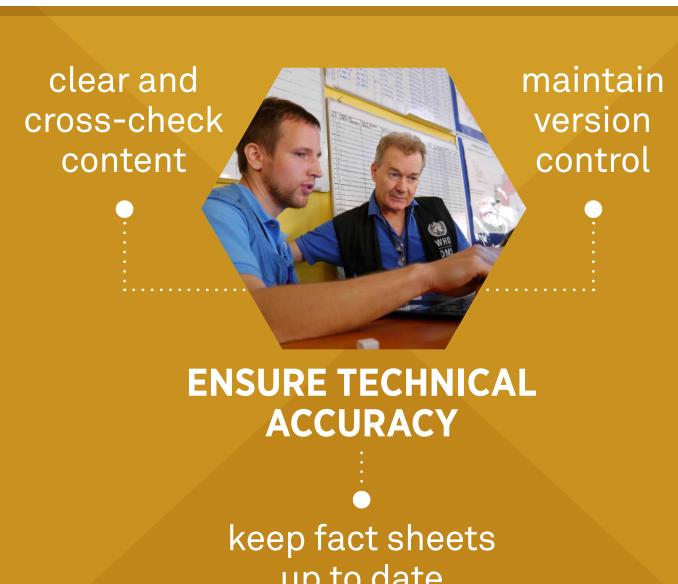
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HEALTH

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?



up to date

explain how acknowledge WHO analyses uncertainty data **BE TRANSPARENT** address communicate errors about relationships make information with non-State available quickly actors

harmonize messaging and timing with partners

give information to partners perceived by audiences as most credible

COORDINATE WITH **PARTNERS**

cross-link web materials to reach new audiences

share and disseminate partners' messages

develop joint publications and press releases

meet regularly with technical teams

share core messages across all

exchange and discuss with regional and country teams

convene WHO communicators from the three levels regularly

SPEAK AS "ONE WHO" maintain a global editorial calendar

coordinate during emergencies

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

