

WHO information made available

- *exactly when needed most*
- *when people are receptive to hear WHO's advice*

IN ORDER TO

- *engage them at the time they must make health decisions*
- *help them act on WHO's advice and guidance*



How to engage audiences quickly in emergencies?



How to sequence messages to increase take-up of WHO's health advice?



When will people have to make a health-related decision?



When to engage with media?



How to give audiences time to understand and act on your messages?



How to involve and coordinate with partners?



WHAT TO ASK WHEN PLANNING

HOW TO MAKE YOUR COMMUNICATIONS TIMELY?

use all media

enhance emergency communications



COMMUNICATE WHAT WHO KNOWS EARLY

engage opinion influencers

leverage communications with partners

amplify health awareness days

plan timing of messages to the risk



COMMUNICATE AT THE RIGHT TIME

schedule non-urgent communications on predictable risks for health

sequence messages to bring people from awareness to action

time the release of your stories to show momentum



use media and in-person engagement

schedule webinars, Facebook hangouts, Twitter chats, YouTube, Periscope, Storify and other channels' use



BUILD THE CONVERSATION

deliver health messaging at times agreed with partners

