Seventy-fourth Session of the World Health Organization Regional Committee for the Western Pacific

16-20 October 2023
Manila, Philippines

Social Media Pack
Introduction

This pack contains material to support social media engagement in the seventy-fourth session of the WHO Regional Committee for the Western Pacific. We encourage you to participate in the discussion and share relevant content on your social media channels.

- **Meeting hashtag:** #RCM74
- **Other recommended hashtags:**
  - #HealthForAll; #WHO75
- **Follow @WHOWPRO on:**

  ![Facebook](facebook.png)  ![YouTube](youtube.png)  ![X (Twitter)](x.png)  ![Instagram](instagram.png)

  Facebook  YouTube  X (Twitter)  Instagram
#RCM74

The Regional Committee for the Western Pacific is WHO’s governing body in the Region. It meets every year to formulate policies, provide oversight for regional programmes, hear progress reports, and consider, revise and endorse new initiatives. It adopts resolutions and makes decisions that guide the work of the Regional Office and country offices for the coming year.

Learn more
#RCM74

**Key Themes**

- Health security: [Draft Framework](#) | [Factsheet](#)
- Health innovation: [Draft Strategy](#) | [Factsheet](#)
- Communication for Health: [Draft Framework](#) | [Factsheet](#)
- Health workforce: [Draft Framework](#) | [Factsheet](#)

**Quick Links**

- RCM74 webpage & livestream
- All session documents
- The Report of the Regional Director (2022-23)
- Progress reports (Health security including COVID-19 and antimicrobial resistance; Noncommunicable diseases and ageing; Climate change, the environment and health; Reaching the unreached; Advancing the *For the Future* vision)

- Programme Budget: **2022-2023** | **2024-2025**
This week, I’m joining fellow health leaders from across Asia and the Pacific to discuss priority health issues in the @WHOWPRO region incl. health security, health innovation, health workforce and communication for health #C4H #RCM74

Health security is everyone’s business. It requires solidarity between countries and multisectoral collaboration. Follow #RCM74 as we discuss strengthening health security in the @WHOWPRO region.

Since 2003, countries and areas in the Western Pacific have invested strategically in health security systems, which resulted in a strong response during the #COVID19 pandemic. #RCM74
Health Innovation

Health innovation improves health and equity. Proud to be part of a @WHO Region that has established itself as a leader in innovation.

#RCM74

We must leverage innovations to accelerate health impact and shape well-being. #RCM74
#HealthForAll

Health Workforce

Achieving #HealthForAll is impossible without transforming the health workforce to be people-centered, culturally sensitive, adaptive, skilled in digital health and committed to professional development. #RCM74

At #RCM74, we commit to investing in the health workforce to create jobs, improve gender equity and enable decent work. There can be no #HealthForAll without a well-performing health workforce.
At #RCM74, we recognize the importance of strategic communication and the need to leverage its full power to achieve public health goals.

In the digital age, communication is more important than ever, but using communication strategically requires expertise, skills and resources. #RCM74

Sample Posts
(Facebook/LinkedIn)

I’m thrilled to be attending #RCM74 in Manila! I’ll be updating you on the key takeaways from our discussions this week on: health security, health innovation, health workforce and communication for health.

This week Member States are going to elect a new Regional Director for the Western Pacific at #RCM74. It’s an exciting time to be in Manila to see the future of health in Asia and the Pacific.

Meeting visuals and more sample posts available on:
WHO Multimedia Library ▶
CANTO ▶
We need you:

This year, we're celebrating WHO's 75th anniversary. Join the #WHO75 campaign and tell us what #HealthForAll means to you. Take a look at the example below and use the link to create your own post using a Canva template!

Post on social media: tag @WHOWPRO and use the hashtag #RCM74

Canva instructions

Step 1 Click on the Canva link ➤ What does #HealthForAll mean to you

Step 2 Save a copy of the template (Go to: File ➤ Make a copy)

Step 3 Insert your own quote (Click on the text box to edit the text)

Step 4 Download as .jpeg to post on social media (Go to: File ➤ Download)