

AFR/RC37/R11:

The Regional Committee,

Considering WHO's role as the directing and coordinating authority in international health activities and its various functions in health promotion;

Viewing the considerable effort made by WHO in close concert with its Member States in regard to disease control, health promotion and protection, the organization of health systems infrastructure, especially since the international community adopted the strategy to achieve Health for All by the Year 2000 based on primary health care;

Noting that, despite encouraging results obtained by WHO since its creation on 7 April 1948, and in order to improve inter-country cooperation geared towards HFA/2000, WHO's role, functions and activities at national and community level deserve to receive publicity and to be better known in the countries by decision-makers from the various development sectors, communities and the general public; based

Considering that WHO's fortieth anniversary falls on 7 April 1988 and that the year 1988 coincides with the tenth anniversary of the Alma-Ata Declaration in 1978:

1. INVITES the Member States to:
 - (a) mobilize the media to disseminate on a regular basis clear and accurate messages concerning; (i) priority social and health problems at local level; (ii) health activities organized on communities with active involvement of the population within the framework of global, social and economic development; (iii) WHO support for these health development activities at local level, and (iv) intersectoral and interagency cooperation;
 - (b) foster the organization of clubs, communities and other appropriate forms of association conducive to discussion and popularization of activities for the implementation of HFA/2000, as well as WHO's role and support for these activities;
 - (c) take advantage of the Fortieth anniversary of WHO as a good opportunity to focus the general public's attention on WHO's achievements, objectives by disseminating relevant information and organizing various health, socioeconomic, cultural and athletic events, etc.;
 - (d) promote collaboration between the health sector, other development sectors and non-government organizations in order to accelerate the achievement of **Health for All and by All**, especially through the identification and judicious use of the various resources which may be mobilized in the country in support of HFA/2000;
 - (e) intensify contact with WHO Representatives' Offices in the countries so as to improve utilization of information, documentation and other resources available in these offices in relation to national, regional and international health development;
 - (f) adopt and contribute to the implementation of the plan of the plan concerning WHO's image in the African Region as outlined in document AFR/RC37/10;

2. REQUEST the Regional Director to:
- (i) ensure wide dissemination of the regional plan of action in countries in the Region and with international and regional institutions as well as non-governmental organizations contributing towards health;
 - (ii) support joint initiatives by WHO Representatives in the countries and by the national authorities concerned so as to organize promotional activities designed to enhance WHO's image in the countries and accelerate/stimulate the implementation of activities for achieving HFA/2000;
 - (iii) transmit this resolution to the Director-General to inform the governing bodies and identify possible support from the Headquarters and other institutions in favour of regional and national action to promote WHO's image;
 - (iv) sent the reports to the thirty-eight session of the Regional Committee concerning actions taken at the regional and national level.

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