

WHO Communications Strategy
to make our organization

the World's Health Organization

Member States Information Session
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Hypothesis:

Trust is the currency we deal in.

The trust in WHO has been tested.

Therefore, restoring trust is an essential element to achieve the vision and mission.

01

Positioning WHO's unique value to **all countries** – global north as well as global south – will help restore relevance to all our stakeholders including donors, Member states and partners

02

Segmenting and engaging our many audiences on platforms and channels of **their choice** with compelling, humanized content will further increase relevance, connection and trust over time

03

Elevating our science-first approach coupled with ethical advice that is caring will help bridge gaps in credibility, trust and address polarization and mis- and disinformation

GPW14 Corporate outcome 1: Effective WHO health leadership through convening, agenda-setting, partnerships and communications advances the GPW 14 outcomes and the goal of leaving no one behind

Major area 3: Effectively advocating and communicating to promote informed decision-making and healthy behaviours.

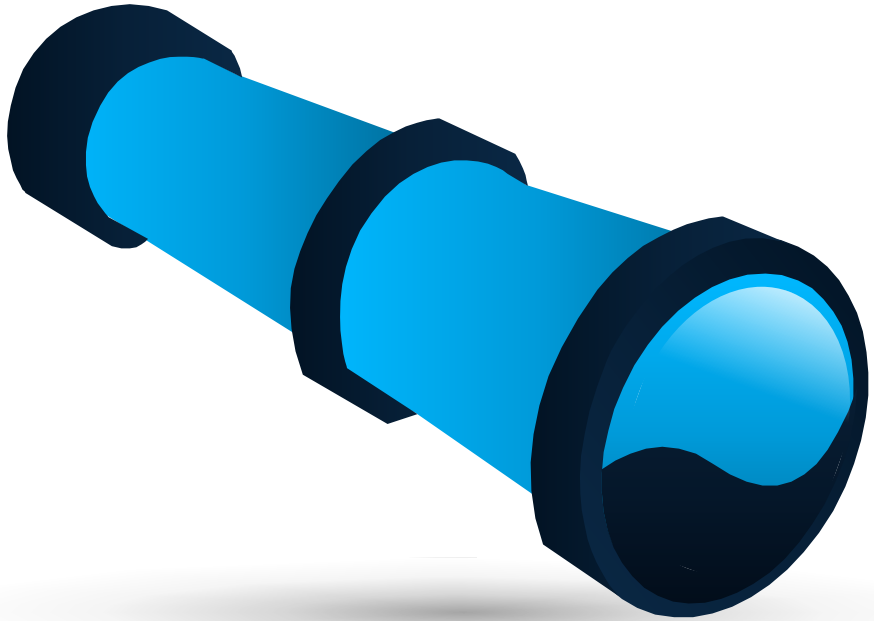
Communication and advocacy are among the most important means through which WHO executes its health leadership function at all levels.

WHO strategic health communications will help

- governments,
- organizations,
- communities and
- individuals

...to advance and protect health and well-being – and to address the needs and realities of diverse groups – through interventions that are **data-informed, evidence-based**, responsive to insights from **social listening** and **social and behavioural sciences**, and regularly **monitored and evaluated for impact**.

Our Vision – we see a world in which health communications, diplomacy and advocacy contribute to the protection of people's health and the achievement of health for all.



WHO is recognized as the leading global health authority that inspires collective action across **all** countries.



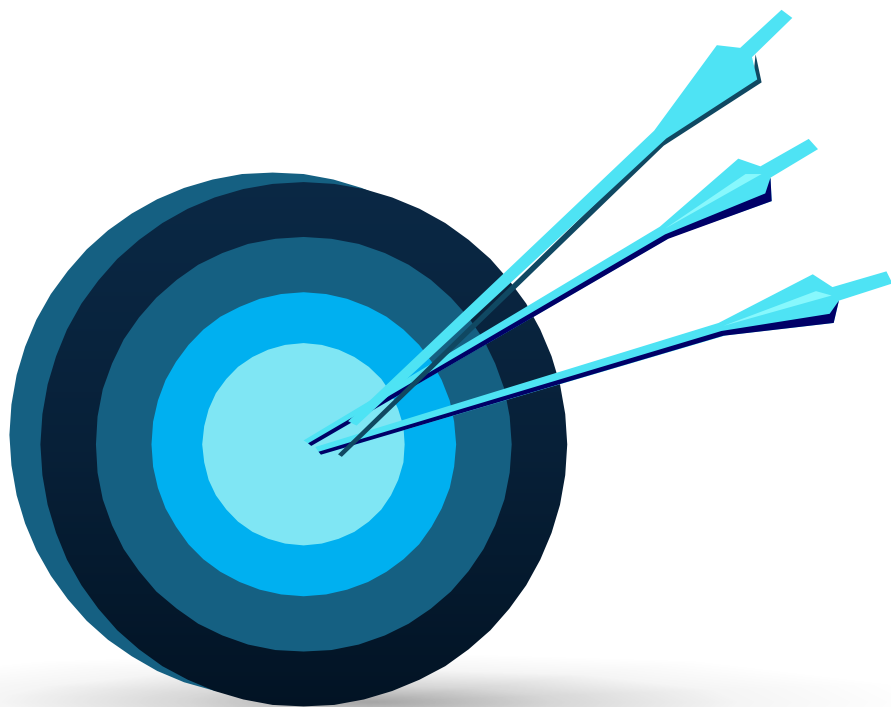
Trust in science and trust in the WHO Secretariat grow, strengthening **political, technical, and donor** support for evidence-based and ethical public-health action.



Both Member States and the Secretariat become more effective at communicating for health.

We are perceived as the World's Health Organization

Our Mission



Position WHO as the most trusted voice in public health by policy makers, partners and the public



Inspire, empower and capacitate the workforce and partners to champion and health and WHO's unique role



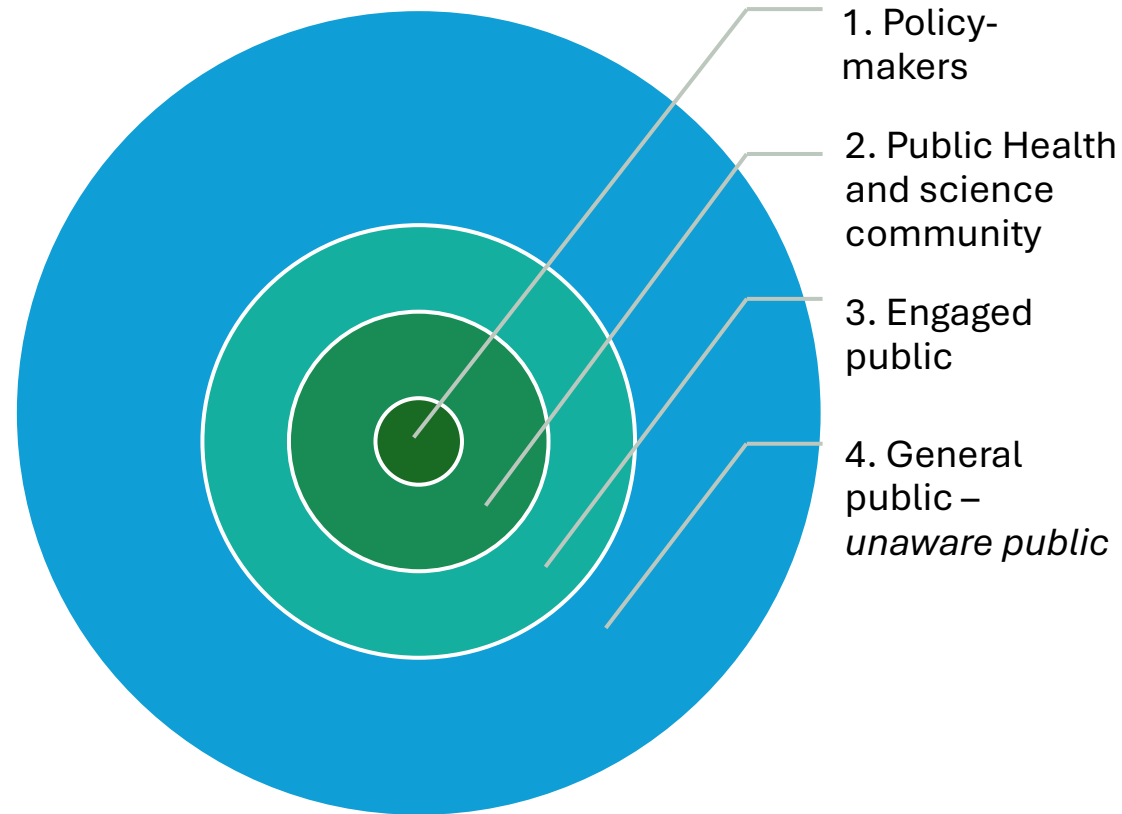
Make science and knowledge accessible and relevant to all our audiences to protect and promote health through policy and behavior change

Our Voice



1. Competent
2. Confident
3. Caring

Our approach



Four Transformative Pillars



Reset the WHO narrative

- **Voice** : Competent, confident, caring
- **Scope** – Positive, hopeful stories of success amidst challenges. WHO as the champion. The drumbeat of stories that WHO is uniquely relevant to **all people, all countries. The Unique role of WHO from end-to-end**
- **Leadership** – WHO as a global thought leader, relentlessly advocating for equity and solutions that unite the world. Op-eds, Daily Dose, podcasts to delve deeper and raise our voice, values and value.
- Flagship themes: Vaxs, Pandemic prep, mental health



Leverage Partnerships & Coalitions

- Activate WHO's global reach—Member States, 800 Collaborating Centers, multilateral partners, and influencers—to amplify ethical, science-based messages everywhere.
- Ignite internal networks – consistent drumbeat of voices based on our narrative, campaigns and flagship themes
 - Tools and support – partner amplification hub, toolkits, Health day campaign guide, guidance for donors
 - WHD Theme – Collaborating centers – TRUST IN SCIENCE



Embrace Digital Transformation

- Fit-for-future website with seamless experience for audiences
- Harness AI-driven social listening, immersive storytelling, and multilingual content to counter misinformation and make WHO guidance accessible and actionable across platforms.
- Collaborate with tech platforms to elevate trusted and WHO information and modernize our communications tech
- Internal work processes including multilingualism.



Build Capacity

- Create a cadre of personnel across HQ, regions, and countries who speak WHO's truth compellingly. \$
- Every WHO leader becomes a trusted voice for health, and Member States are empowered to communicate better for health.
- Build Member States' capacity for effective health and risk communications
- Build capacity of journalists and social media influencers to cover health topics accurately and more compellingly, donor communication toolkit

WCO Comms Plans - GPW 14 Output Indicator

Indicator:

7.1.2.IND1_1363 : Number of functional communications plans, aligned, capacitated and realized across WHO country offices

Promotes consistency across the Organization while allowing adaptation to regional and country contexts

Purpose:

Identify the number of functional WHO Country Office communication plans aligned, capacitated and realized across WHO country offices.

Quality is supported through the use of a standard template and digital platform for review of plans against common criteria.

Expectation:

Country Offices record planned and implemented communication activities within a standard template on a digital platform

Functional plans align with WHO Global Communications Strategy, GPW14 health priorities and the Country Cooperation Strategy.

The indicator allows WHO to demonstrate an integrated strategic approach to aligned and impactful communication across the Organization.

When is a plan considered 'functional'?

(minimum 3 of 5 criteria)

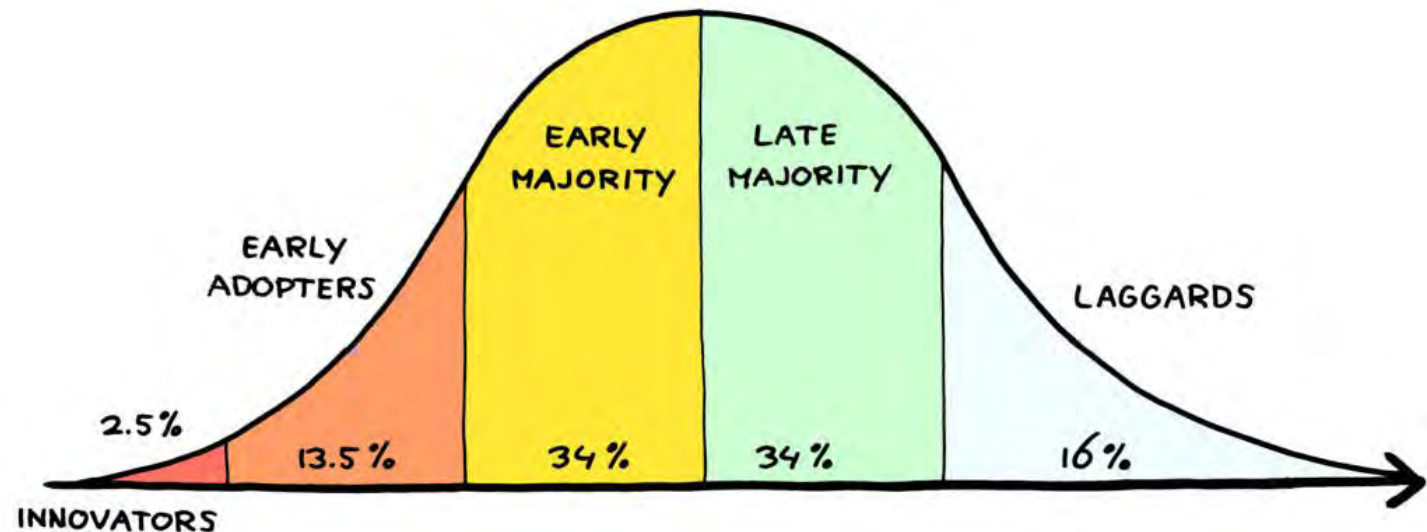
1. Recorded on the digital platform using the global template
2. Aligned with the Country Cooperation Strategy and WHO GPW14 priority health topics
3. Capacitated through WCO and/or national authority's staff
4. Includes SOPs for addressing reputational crises and emergency/humanitarian communications
5. Demonstrates proactive WHO leadership communications at country level

2026 Target

A minimum of 22 Country Office communication plans - meeting the criteria - are recorded in the digital platform by end 2026

Validation

- Department of Communications reviews plans to confirm that they meet the criteria
- Regional and Country Offices and PRP have access to the digital platform



The vicious cycle – mutual opportunities

