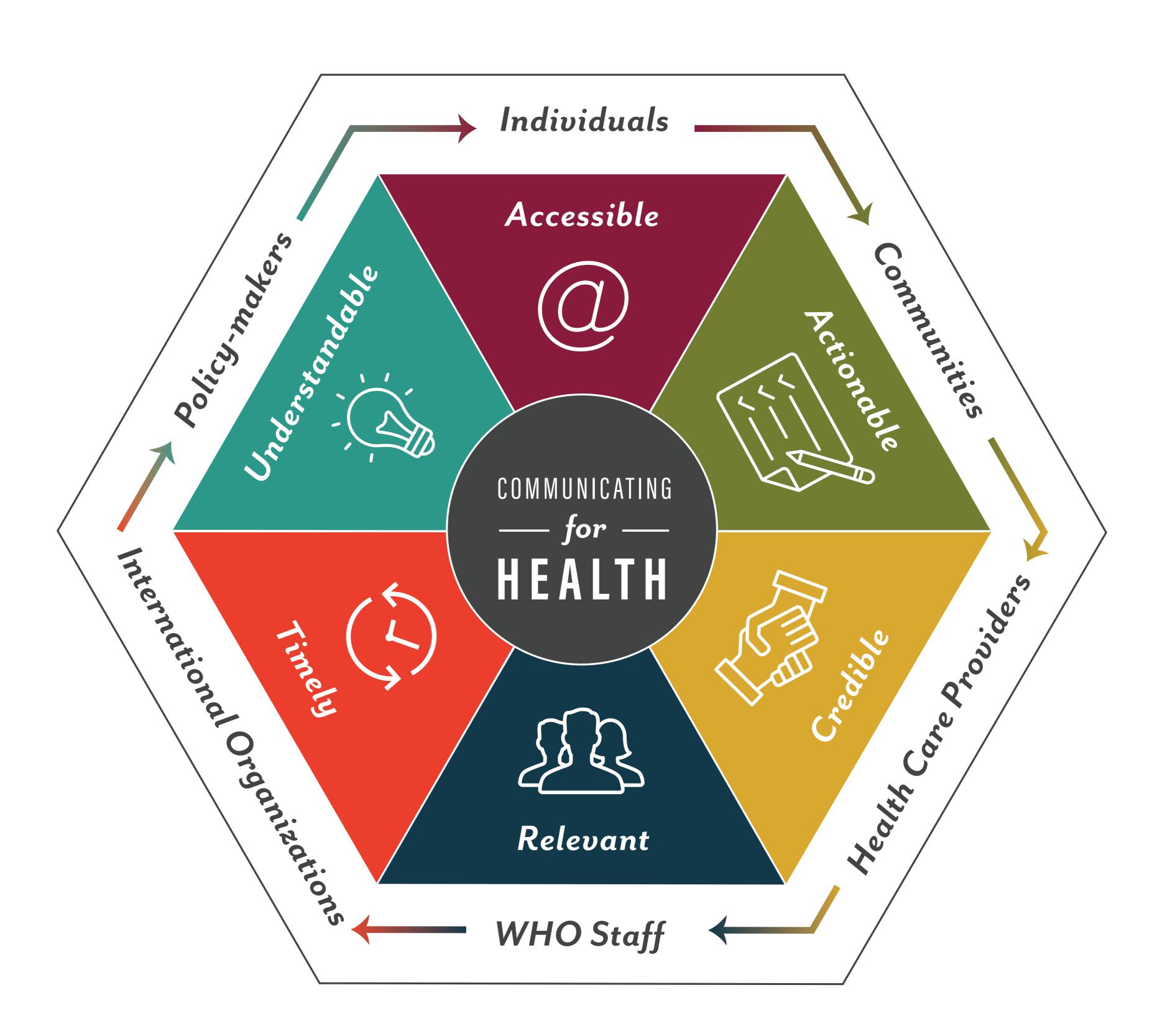


WHO STRATEGIC COMMUNICATIONS FRAMEWORK



WHO's communications goal is to provide information, advice, and guidance to key audiences to prompt action that will protect the health of individuals, families, communities and nations.