World Health Organization

Principles for effective communications
UNDERSTANDABLE

Various audiences in diverse circumstances
- *need easy-to-grasp health information*
- *expect clear, culturally sensitive WHO content*

IN ORDER TO

- *trust WHO*
- *see the health risk*
- *take actions*
  health decisions based on WHO information, advice and guidance.

COMMUNICATING *for* HEALTH

WHAT TO ASK WHEN PLANNING

- Are audiences familiar with the topic?
- Which messages are most important for specific audiences?
- What action people should take?
- Will your messages be visualized?
- Are you communicating in their languages?
- Can you check if the meaning of your messages is clear?

HOW TO MAKE COMMUNICATIONS UNDERSTANDABLE?

USE CLEAR AND PLAIN LANGUAGE

- formulate well the desired outcome
- ensure that diverse people comprehend your words
- get to the point quickly
- know what the audience needs
- adapt content for the web

TELL REAL STORIES

- bring a human face to health needs
- tell how WHO protects health and saves lives
- inspire people with success stories
- showcase decision-makers who realized health gains by implementing WHO advice

MAKE IT VISUAL

- present information with illustrations, images, infographics and videos
- clarify sequences, timelines and relationships with drawings
- capture attention with creative print materials
- include visuals in social media content
- amplify your YouTube reach

USE FAMILIAR LANGUAGES

- communicate and generate content in all WHO languages
- personalize messages by using audiences' language
- let experts in countries lead in creating or adapting content
- support rapid translation in emergencies.

WHO Strategic Communications Framework