



**World Health
Organization**

Western Pacific Region

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



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](#)

Sample Posts

Please share these messages on your social media accounts.

Clicking on the 'X' at the end of the sample posts below, enables you to post directly on your X (formerly Twitter) account. It will open the app on your phone and allow you to make changes before you post.

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

The widespread impact of the **#COVID19** pandemic highlights the need for comprehensive and forward-looking approaches to health security that go beyond the health sector. **#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.



Communication for Health

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)

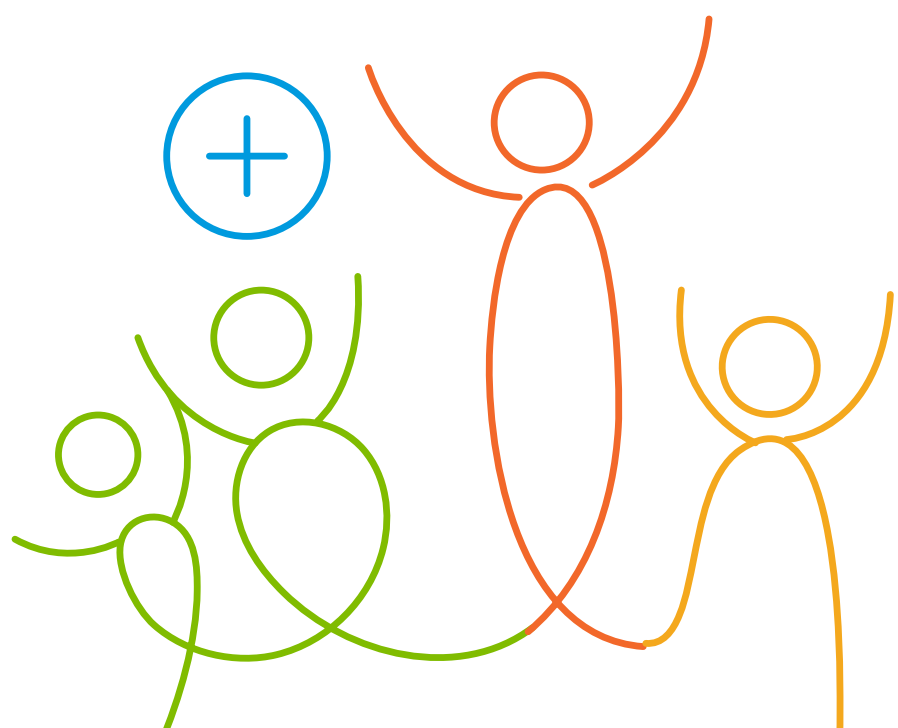
I'm thrilled to be attending **#RCM74** in Manila! I'll be updating you on the key takeaways from our discussions this week on: health security, health innovation, health workforce and communication for health

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](#)

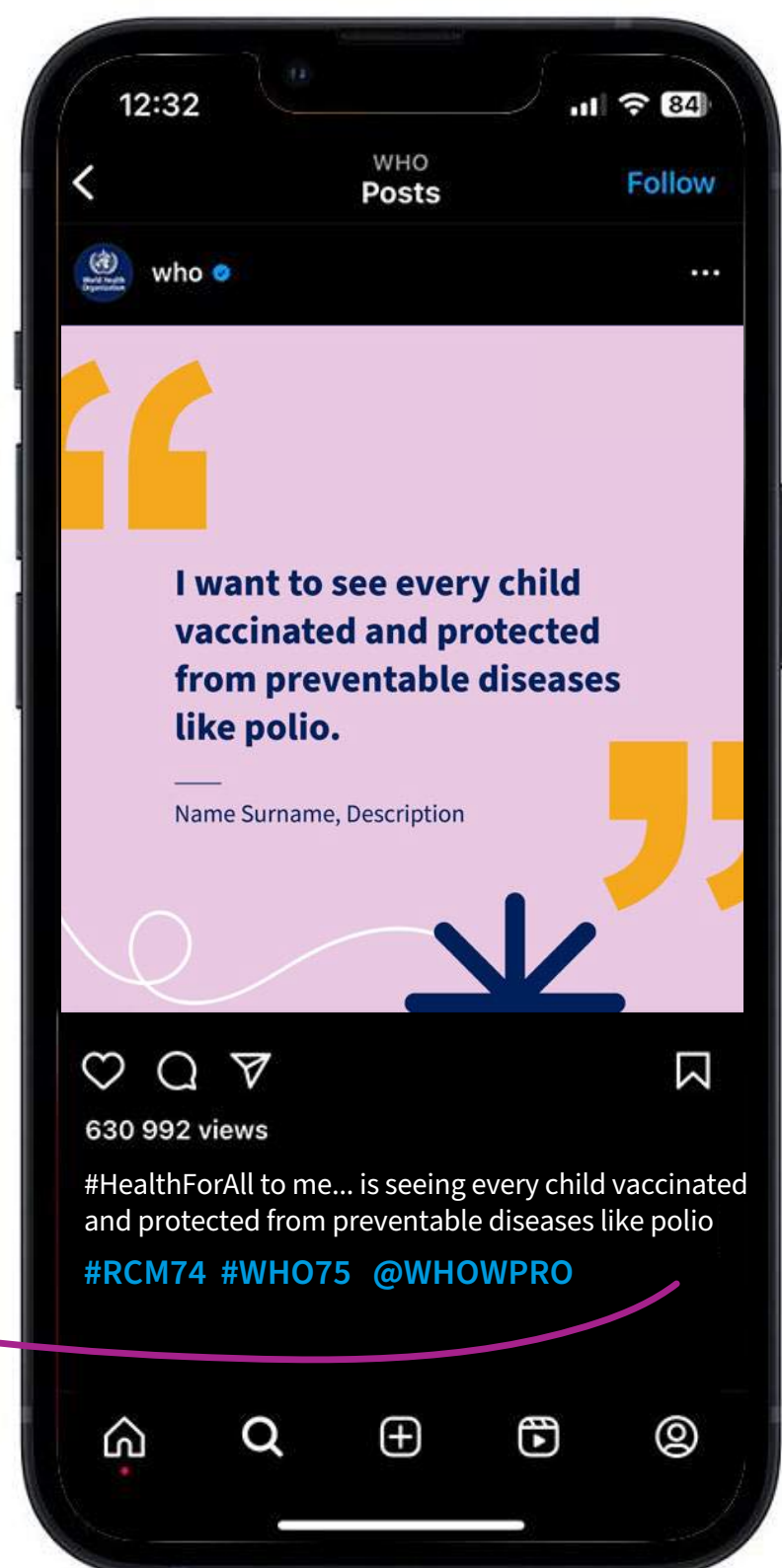
Canva instructions

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**)





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Thank you

