



R E S O L U T I O N

REGIONAL COMMITTEE FOR
THE WESTERN PACIFIC

COMITE RÉGIONAL DU
PACIFIQUE OCCIDENTAL

WPR/RC74.R4
20 October 2023

COMMUNICATION FOR HEALTH

The Regional Committee,

Affirming the critical role of strategic communication in realizing the shared vision of WHO and Member States to make the Western Pacific the healthiest and safest region, as outlined in *For the Future: Towards the Healthiest and Safest Region*, the Region's implementation plan for the WHO *Thirteenth General Programme of Work (2019-2025)*, and work towards achieving the health-related targets of the Sustainable Development Goals;

Recalling Member State support to scale up the Communication for Health (C4H) approach through the development of a regional action framework, expressed during a C4H panel discussion at the October 2022 session of the Regional Committee and a side event at the October 2021 session;

Recognizing the seminal role of strategic communication as a tool for improving health and well-being, in conjunction with other public health interventions;

Noting that connectivity challenges affect access to information and the ability to reach people with health communication, while the development of digital communication has created new risks, including the rapid spread of misinformation and disinformation;

Emphasizing also the power of the C4H approach in helping to address increasingly complex health challenges, in the context of rapidly evolving communication technologies, to inform and help motivate people to protect their health and that of their families and communities;

Convinced that C4H can contribute significantly to efforts to narrow the gap between what is known and what is done to protect health in the Western Pacific Region,

1. ENDORSES the *Regional Action Framework on Communication for Health: A vision for using communication to improve public health in the Western Pacific Region*;

2. URGES Member States:

(1) to use the Action Framework as a guide for using strategic communication to improve knowledge, change attitudes and behaviours to contribute to improved health outcomes;

(2) to assess capacities and make adjustments and investments to facilitate implementation of the C4H approach, according to national and local contexts;

(3) to ensure sufficient resources are mobilized to scale up C4H and to measure, evaluate and share results for continuous improvement;

3. REQUESTS the Regional Director:

(1) to provide technical support at regional and country levels for implementation of the Action Framework;

(2) to support adoption and scaling up of the C4H approach through dissemination of the Action Framework and other tools and guidance, and facilitation of collaboration among stakeholders;

(3) to report periodically on progress in the application of C4H and, to the extent possible, its contribution to health outcomes in the Western Pacific Region.

Ninth meeting, 20 October 2023