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# 60th anniversary of the World Health Organization

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Our health, our future

A guidebook for organizers of activities

January 2008



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## Planning an activity:

a guidebook for organizers

This guidebook is intended to support WHO departments, regional and country staff, as well as partners, in developing materials and in planning and executing events to mark the 60<sup>th</sup> anniversary of the World Health Organization (WHO60). It will be regularly updated using the feedback of its users via the WHO60 web site at [www.who.int/who60](http://www.who.int/who60).

### Aim and objectives of WHO60

The aims of WHO60 are to celebrate achievements in global public health over the last 60 years, demonstrate the impact of WHO's work and address challenges for the future.

The objectives for the year are to:

- Increase high-level political interest in WHO initiatives and secure wider engagement beyond the health sector;
- Build confidence among stakeholders in WHO's and its partners' capacity to develop and implement strategies to strengthen public health security;
- Establish a communications approach that will lead to accelerated health action and improved health outcomes;
- Build stronger relationships with stakeholders and increase partnership and sponsorship opportunities;
- Provide a sense of shared mission to mobilize the human and financial resources of WHO and its networks, including governments, key stakeholders, partners and supporters, to collaborate on the "attainment by all peoples of the highest possible level of health"; and
- Instil a sense of pride among WHO staff for their collective efforts to improve the health of people everywhere.

## **Activities for WHO60**

WHO60 will consist of a variety of activities and events that will take place throughout the year, covering a range of public health issues, particularly key ones linked to WHO's six-point agenda.

Each department, country and region will have the opportunity to contribute to WHO60 by organizing or branding events under the WHO60 umbrella.

The overall framework for the year will be structured as follows:

### **A historical look: January–March 2008**

- A January event during WHO's Executive Board meeting, including a photo exhibition and launch of the WHO60 web site.
- Subsequent activities in February and March that will focus on major achievements in public health over the past 60 years.

### **The future: April–December 2008**

- From April 2008 onward, a series of communications events charting WHO's future direction will highlight cutting-edge themes such as protecting health from climate change, the future of primary health care and information and communication technologies in health care.
- Two major milestones during WHO60 will include World Health Day (WHD) on 7 April 2008, followed by the World Health Assembly in May 2008.

## **World Health Day 2008**

An important element of WHO60 will be World Health Day, the theme of which will be "Protecting health from climate change". This theme was selected recognizing that global climate change is posing ever growing threats to public health security.

World Health Day 2008 will consist of a global event involving the participation of the WHO Director-General along with high-profile individuals to raise awareness and public understanding of the health consequences of climate change. It will illustrate how national and international decisions and policies might need to adapt to address this link between health and climate change. The global event will be supported by other activities and events in regions, countries and communities around the world.

## **World Health Assembly 2008**

Discussions are under way to determine the details of WHO60 celebrations during the World Health Assembly.

## **Other noteworthy dates in 2008**

- Regional committee meetings (August, September 2008)
- Primary health care conference - 30<sup>th</sup> anniversary of Alma Ata (October 2008)

## Getting the messages out

WHO invites its departments, regional and country staff, as well as partners to host events to mark WHO60 and to celebrate "Our health, our future" around the world. The following section gives some handy tips on how best to get your WHO60 messages across and recommends both conventional and innovative ways to convey your messages.

### What kind of information to gather and how to use it

- Highlight a key public health issue or situation in your department, country or region.
- Publicize and promote the good work done by your department or organization to improve the situation.
- Indicate the gaps (problems) and what more you can do to raise awareness and stimulate action.
- Highlight key global public health achievements and success stories.

### Packaging the message

Once you have carried out the necessary research and obtained useful information, it should be transformed into something everyone can relate to. Globally coherent messages will have the greatest impact. Whatever type of event you are planning for WHO60, whatever public health initiative you choose to promote and whatever messages you wish to convey, you need to consider who you are trying to reach and what you want the recipient to do.

Sound bites (short catchy facts) are the best. Remember that the message may need tailoring to effectively reach different target audiences.

### Organizing events

Parades, speaking tours, street events or advertising campaigns all create media attention and get the message out to large numbers in an interesting and stimulating way. International health awareness should be the primary focus of your WHO60 celebration, and events and observances are most successful when a world health issue has a local perspective to it. This will increase interest and support for your WHO60 event and builds on existing public familiarity with national health problems and issues.

## Through advocacy

Advocacy means making the case for change. Humanitarian advocacy involves making a case for policy changes or funds through speeches or presentations, new conferences, broadcast media interviews, or in meetings or with diplomats or officials. Whatever the audience, advocacy is ultimately about changing minds. Whatever the activity you are planning, think about the following:

- Define the health issue that you need to address.
- Set goals and objectives.
- Identify your target audience: Who is the decision-maker that has the authority to bring about the desired change? Who are the individuals and groups that influence the decision-maker?
- Build support: A large support base increases the chances of success. Think about the successful partnerships at WHO which have made real progress on their issue.
- Develop the messages: Consider who you are trying to reach. What do you want to achieve through the messages? What do you want the recipient to do?
- Select channels of communication: These will depend on the nature of the target audience.
- Develop an implementation plan: Identify tasks, target audiences, roles and responsibilities, time frames, expected outcomes and needed resources.
- And throughout, collect and analyse data and monitor and evaluate to determine if the advocacy is effective.

## Through the media

Media relations are essential in promoting WHO60 activities, and are perhaps the most effective way to communicate. However, to be effective you should understand how the media work. Timing is everything and sound bites (short catchy facts) are best. The most newsworthy information is NEW, surprising, compelling and has an impact on the public. Make sure the story will:

- Interest the intended audience. For example, find a personal story and link it to a news event. This is much more interesting than isolated statistics.
- Include only facts and figures that are 100% accurate. Make sure that every name, date and piece of information has been double-checked with a reliable source.

An effective way of getting media coverage for your event is to hold a news conference. The following checklist will help you to organize a news conference:

- invitation list: printed press, radio, television, online media and others;
- time and date: check any possible conflicts with competing events;
- invitations;
- media advisory;
- photo opportunity;
- follow up with invited media to confirm their attendance;
- media kit: include speeches, main announcement release, biographies, background, fact sheets, photographs, etc.;

- anticipate possible questions from the media and prepare answers;
- focus all presentations and answers on a small number of key messages;
- on-site arrangements: room rental, signage for speakers, audiovisual equipment, etc.;
- refreshments (snacks and drinks) if desired;
- follow-up: check if media need further information or clarification.

Do not neglect the news agencies. In addition to newspapers and magazines, you should contact the national news agency, also known as a wire service. If you contact the international news agencies or media in addition to your national media outlets, you will have potentially worldwide coverage, but the bar for proving that your event is truly newsworthy will be much higher.

## **Partnerships and outreach**

Establish effective partnerships with key business sectors to secure financial and in-kind contributions in support of your WHO60 activities and encourage them, as well as civil society, to organize parallel events throughout the year. Existing communications tools should also be maximized as the core vehicles for delivering WHO60 messages.

## **New channels to consider: Web 2.0**

Technology has come a long way and while traditional forms of media like terrestrial radio, television and newspapers will continue to be relevant for the foreseeable future, 21<sup>st</sup> century advocacy worldwide cannot be competitive without a multimedia dimension.

Consider using the emerging online channels to further distribute the information about your WHO60 event. Several web sites offer the possibility to upload – free of cost – photos, video clips and audio clips for sharing with a wider audience:

**Videos:** You can upload your video clips to video sharing web sites such as YouTube ([www.youtube.com](http://www.youtube.com)), Google Video (<http://video.google.com/>) and Dailymotion (<http://www.dailymotion.com/gb>).

**Photos:** Photos can be shared through sites like Flickr ([www.flickr.com](http://www.flickr.com)), Picasa (<http://picasa.google.com/>) and Webshots (<http://www.webshots.com/>).

**Audio:** UN agencies and programmes can send their audio news clips to UN Radio (<http://radio.un.org/>) for broadcast on the web. There are a number of country-specific and international Internet radio stations which you can find on the iHeard (<http://www.iheard.com/>) web site.

**Other channels** – It is also possible to distribute your content through social bookmarking web sites such as del.icio.us (<http://del.icio.us/>), Digg (<http://digg.com/>), and Furl (<http://www.furl.net/>). Social networking sites such as Facebook (<http://www.facebook.com>), MySpace (<http://www.myspace.com>) and Friendster (<http://www.friendster.com/>) allow their members to share audio, video and photographs with "friends" and contacts. Some of these sites allow to create topical groups and upload and share information in multiple formats (text, audio, video, photos or web links).

You should also consider sharing information about your event in popular blogs. You can find out about blogs relevant to your topic from blog directories such as Bloglines (<http://www.bloglines.com/>), Technorati (<http://www.technorati.com>) and Sphere (<http://www.sphere.com/>).

## Campaign logo and slogan

The WHO60 campaign logo and slogan are available on the WHO60 web site, [www.who.int/who60](http://www.who.int/who60). The slogan for WHO60 is "*Our health, our future*". We encourage you to make use of the logo and slogan when preparing your materials and events in support of WHO60.

**Web site:** [www.who.int/who60](http://www.who.int/who60)

The web site for WHO60, to be regularly updated throughout the year, contains all the information and materials related to WHO60. It also includes print-ready files, such as this guidebook and other materials, comprising the WHO60 package.

The news page will profile statements in support of WHO60, as well as news releases and photo and audiovisual galleries.

The web site will also feature, through the year, various events being organized by departments and partners around the world to mark WHO60. If your organization wishes to share information about the events you are planning, you are encouraged to complete the *Form* to request a listing on the WHO60 web site, included in this guidebook. You can also fill the form online on the WHO60 web site.

Kindly note that WHO will decide whether or not to list organizations on its web site. Should there be any doubt as to the legitimacy or reliability of an organization, it will not be included.

### Materials

The WHO package of materials for use in conjunction with WHO60 includes the WHO60 logo and slogan, available for download on the WHO60 web site ([www.who.int/who60](http://www.who.int/who60)), as well as a variety of background and multimedia information.

## WHO contact information

### WHO60 headquarters contact

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[www.wpro.who.int](http://www.wpro.who.int)

National and local partner organizations should contact the respective WHO country office. This information is provided on the main WHO web site at [www.who.int/country/en](http://www.who.int/country/en). In countries where there is no WHO country office, the relevant WHO regional office should be contacted.

## Request form: WHO60 web site

Kindly complete this form to be listed on the WHO60 web site. You can fill this form online at [www.who.int/who60](http://www.who.int/who60)

Organization name: .....  
Title of event: .....  
Location: ..... Date of event: .....  
Web site link for further details on the event: .....

The following information will not be printed on the web site but may be needed to determine if the event is in compliance with WHO policy. In case of any doubt, the event will not be mentioned on the WHO60 web site.

Name of person in charge: ..... Telephone:.....  
Description of event: .....  
.....  
.....

Please list our organization on the WHO web site as a source of information on:  
.....

WHO may choose to list organizations and establish a link entirely at its own discretion. Should there be any doubt as to the legitimacy or reliability of the organization/site, it will not be included.

Name of organization: .....  
President: .....  
Address: .....  
Telephone: ..... Fax: .....  
URL (web site address): .....  
Description of the organization: .....  
.....  
.....  
Contact person: ..... Telephone: .....  
E-mail address: .....

**SUBMIT THIS FORM TO:**  
**ANDRÉE PINARD CLARK, PROJECT MANAGER, WHO60**  
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BY FAX: +41 22 791 43 82 – BY E-MAIL: [WHO60@WHO.INT](mailto:WHO60@WHO.INT)

## Feedback form: outcome of WHO60

Kindly complete this form to report to WHO on the outcome of activities planned for WHO60. You can fill this form online at [www.who.int/who60](http://www.who.int/who60)

Regional office: .....

Contact name: .....

Telephone: ..... Fax: .....

E-mail address: .....

Short description of the event:

Please include the subject addressed, type of activity, specific audience for which it was organized, and the attendance rate.

.....  
.....  
.....

The activity received the following press coverage in our area: .....

You may attach press clippings for our reference.

.....  
.....  
.....

This activity/event led to the following concrete actions in our community/region:

.....  
.....  
.....

We plan a follow-up activity:  No  Yes

If yes, please describe the type of activity and expected outcome.

.....  
.....  
.....

**SUBMIT THIS FORM TO:**

**ANDRÉE PINARD CLARK, PROJECT MANAGER, WHO60**

DIRECTOR-GENERAL'S OFFICE, DEPARTMENT OF COMMUNICATIONS

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