

SECTION FIVE

SUPPORT FROM THE WORLD HEALTH ORGANIZATION



SUPPORT

The World Health Organization regional and country offices are ready to provide advice and guidance to groups wishing to plan and host events for World Health Day 2010. Contact information for the regional focal persons in these offices can be found in the following pages under “Contacts”.

DESIGN AND SLOGAN



The official design and slogan for World Health Day will be made available – in Arabic, Chinese, English, French, Russian, and Spanish – through the official global website at <http://www.who.int/whd2010>. When preparing materials in support of World Health Day, this design and slogan can be used, and translated into other languages as needed. They should also be used in conjunction with the WHO official logo. Organizers are reminded that both the design and slogan of the World Health Day campaign and the WHO logo are WHO intellectual property, and should be used only to identify events and materials related to World Health Day. The World Health Day design and the WHO logo may not be reproduced together with commercial logos, be used for the purpose of self-promotion or for obtaining any commercial or personal financial gain, nor may it be utilized in any manner which implies WHO endorsement of activities or products of a commercial enterprise.

WEBSITE

The official global website has been launched and city registration has begun at <http://www.who.int/whd2010>. This site hosts the main information around the campaign, as well as brochures in six languages, a promotional video about open streets events, and a “How to” video for organizers interested in planning health events in streets closed to motorized traffic. The website also links to the social media campaign site described below.

USING SOCIAL MEDIA TO PROMOTE YOUR EVENTS

The World Health Day 2010 campaign website, <http://1000cities.who.int> provides a platform to engage with a global audience through the use of today’s social media. It allows cities to create their own group on Facebook under the auspices of the campaign to promote their activities and engage in dialogue with citizens. Videos can be uploaded to the site to show what each city intends to do and to report back on the Day’s activities. In addition, a YouTube site has been launched to collect the stories of urban health champions. A more complete guide on how to use the social media site can be found on the global website.



CONTACTS

WHO Centre for Health Development

International organizations should contact the WHO Centre for Health Development:

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Ms Lucy Braun

World Health Day 2010 Coordinator

Communications Officer

WHO Centre for Health Development, Kobe, Japan

Fax: +81 78 230 3178 Email: whd2010@wkc.who.int

Regional organizations should contact the respective WHO regional office. Country-based, national and local organizations should contact the respective WHO country office. In countries where there is no WHO country office, the relevant WHO regional office should be contacted.

This information is provided on the main WHO website at: www.who.int/country/en

WHO websites

WHO headquarters: www.who.int

World Health Day 2010: www.who.int/whd2010



WHO REGIONAL OFFICES

AFRICA

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AMERICAS

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REQUEST FORM TO BE LISTED ON THE WORLD HEALTH DAY 2010 WEBSITE

Please list your proposed World Health Day 2010 event on the WHO website.

Organization name:
Title of event:
Location: Date of event:
Website link for further details on the event:

The following information will not be printed on the WHO website 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 website.

Name of person in charge:Telephone:

Description of event:
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Submit this form to:
WHO Centre for Health Development
By fax +81 78 230 3178
e-mail: whd2010@wkc.who.int
Through website: www.who.int/whd2010

