

INFORMATION CIRCULAR

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Distribution: B + F

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**GUIDELINES FOR PREPARATION OF RD'S MESSAGE  
TO BE DELIVERED ON HIS BEHALF**

As indicated by the Regional Director in a recent communication, speeches to be delivered on his behalf should be termed as "Message from the Regional Director", with the content and format adjusted accordingly.

The following guidelines should be adhered to while preparing the message:

- (1) The main title should be "Message from Dr Samlee Plianbangchang, Regional Director, WHO South-East Asia Region, at the ....."
- (2) The message should be brief and to the point. For RD's message to be delivered by the WRs or the designated staff member at inter-country meetings, the Message should be between 600-700 words.
- (3) For regional-level meetings involving policy issues and with high-level participants, the message can be 3-4 pages of double-spaced text.
- (4) Historical background and a listing of World Health Assembly and Regional Committee resolutions are not necessary, unless they have a direct bearing on the activity.
- (5) The need for the activity should be clearly highlighted and the expected outcome stated.
- (6) WHO's role in the specific subject being covered should be explained with particular reference to new ground being covered or any new direction being suggested.
- (7) Coming from the Regional Director, the message should have a regional, policy-level focus.
- (8) The message should be cleared by DAF/DPM/DRD as appropriate and approved by RD.

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- The message need not contain greetings from the Regional Director etc., as those aspects will be taken care of by the person delivering the message on behalf of the Regional Director as part of the usual opening and closing remarks.
- If the message is to be included in a souvenir or in a report on the proceedings of the event, then a copy signed by the Regional Director, and usually accompanied by a photograph, can be sent to the organizers, on request.

cc: MDO/HQ  
DOC/SEARO