WHO leadership & support

WHO can provide advice and resources to strengthen risk communication in all countries. For priority countries, additional support includes:

• needs analysis to identify strengths, barriers and gaps;
• priority-setting workshops to agree guiding principles and develop an action plan;
• technical support for policy development and institutional planning;
• landscape mapping to understand local and national media audience and reach;
• training and skills development;
• executive coaching for senior decision-makers;
• media workshops for journalists and editors; and
• simulation and tabletop exercises to test national emergency risk communication capacity.

WHO can provide advice and resources to strengthen risk communication in all countries. For priority countries, additional support includes:

• needs analysis to identify strengths, barriers and gaps;
• priority-setting workshops to agree guiding principles and develop an action plan;
• technical support for policy development and institutional planning;
• landscape mapping to understand local and national media audience and reach;
• training and skills development;
• executive coaching for senior decision-makers;
• media workshops for journalists and editors; and
• simulation and tabletop exercises to test national emergency risk communication capacity.

WHO can provide advice and resources to strengthen risk communication in all countries. For priority countries, additional support includes:

• needs analysis to identify strengths, barriers and gaps;
• priority-setting workshops to agree guiding principles and develop an action plan;
• technical support for policy development and institutional planning;
• landscape mapping to understand local and national media audience and reach;
• training and skills development;
• executive coaching for senior decision-makers;
• media workshops for journalists and editors; and
• simulation and tabletop exercises to test national emergency risk communication capacity.

WHO can provide advice and resources to strengthen risk communication in all countries. For priority countries, additional support includes:

• needs analysis to identify strengths, barriers and gaps;
• priority-setting workshops to agree guiding principles and develop an action plan;
• technical support for policy development and institutional planning;
• landscape mapping to understand local and national media audience and reach;
• training and skills development;
• executive coaching for senior decision-makers;
• media workshops for journalists and editors; and
• simulation and tabletop exercises to test national emergency risk communication capacity.

WHO can provide advice and resources to strengthen risk communication in all countries. For priority countries, additional support includes:

• needs analysis to identify strengths, barriers and gaps;
• priority-setting workshops to agree guiding principles and develop an action plan;
• technical support for policy development and institutional planning;
• landscape mapping to understand local and national media audience and reach;
• training and skills development;
• executive coaching for senior decision-makers;
• media workshops for journalists and editors; and
• simulation and tabletop exercises to test national emergency risk communication capacity.

WHO can provide advice and resources to strengthen risk communication in all countries. For priority countries, additional support includes:

• needs analysis to identify strengths, barriers and gaps;
• priority-setting workshops to agree guiding principles and develop an action plan;
• technical support for policy development and institutional planning;
• landscape mapping to understand local and national media audience and reach;
• training and skills development;
• executive coaching for senior decision-makers;
• media workshops for journalists and editors; and
• simulation and tabletop exercises to test national emergency risk communication capacity.
RISK COMMUNICATION fights disease & protects economies

In a pandemic or other public health emergency, authoritative and accurate risk communication is critical to informing the public, convincing, and supporting everyone to act together in a shared disaster. Risk communication must ensure that people have timely, actionable information to protect themselves, their families, and their livelihoods.

RISK COMMUNICATION in disease and economic crises

A priority for every country

When people know how to protect themselves, they can help stop the spread of disease, limiting the economic and social impact of an outbreak or emergency.

Strong emergency risk communication: stopping disease spread, saving lives & livelihoods

Strong risk communication is built before an emergency

Risk communication is a dynamic process of sharing & responding to information about a public health threat.