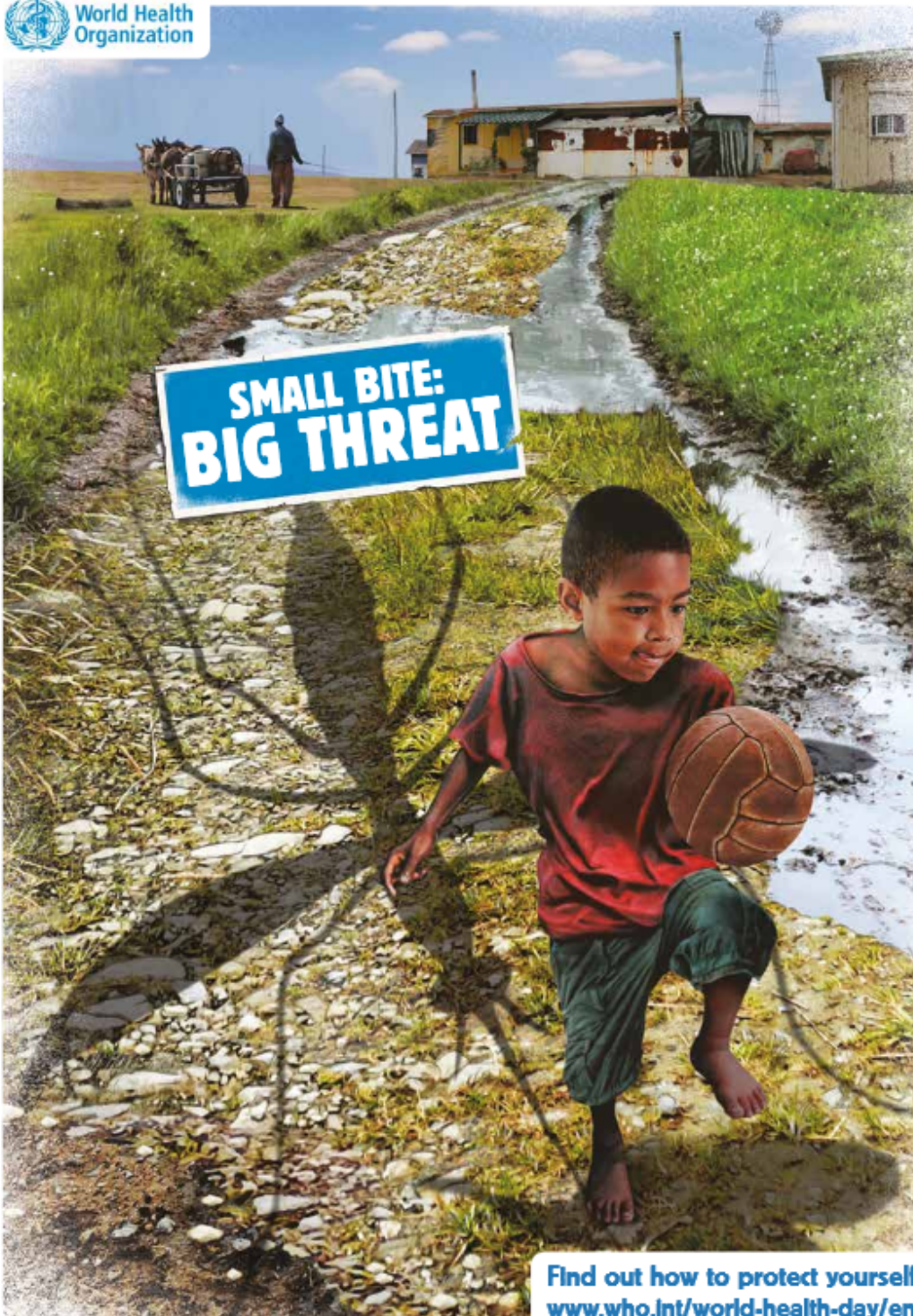


# Communications campaigns for better public health: How we do it at WHO



- RECOM SA
- Rabies communication seminar
- 4-5 November 2015, Tunis
  
- Alison Brunier
- Communications Officer
- WHO



World Health Day 2014

#Just1Bite

Find out how to protect yourself  
[www.who.int/world-health-day/en](http://www.who.int/world-health-day/en)

# Overall goal and audiences

## Overall goal

- To raise awareness about the threat posed by vectors and vector-borne diseases and to stimulate families, communities and travellers to take action to protect themselves.

## Audiences

- Families living in areas of high transmission
- Travellers
- Ministries of Health
- Health and environmental authorities

# Core products

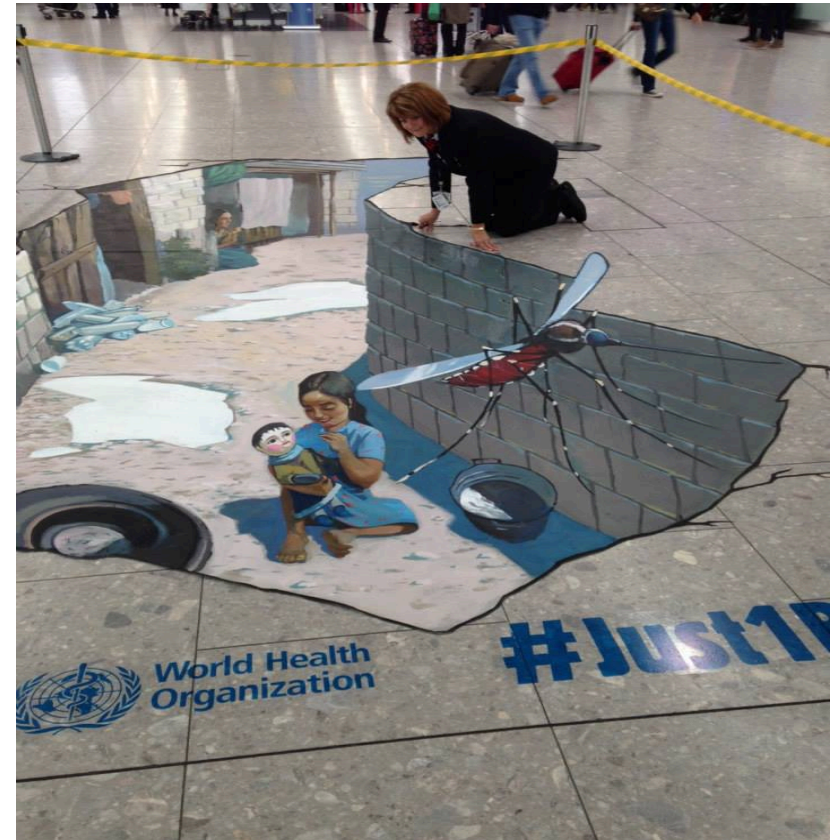
- A toolkit for campaign planning
- Campaign video
- Technical brief
- Fact sheets
- Posters & infographic
- Boarding card for travellers
- Press release





# Travellers: a core audience

- Events at high-density airports: Heathrow, Washington Dulles and Delhi
- Boarding card, with information about vectors and how to protect yourself from the diseases they carry



# Promoting good health at Heathrow



# ... and what about social media ?



## The "boarding card selfies"

- Posts from all over the world
- Strong product
- Easy ask
- Clear link to campaign objectives



Infographic: 1412 retweets (double 2013)  
3000 mentions of @WHO (3 times daily average)  
260 000 people saw our FB posts on 7 April



# What we have learnt

- Gather intelligence about the issue (landscape analysis/ research)
- Start planning early
- Simple ideas that resonate are usually the best
- Agree on SMART objectives and target audiences

# What we have learnt (2)

- Develop a timeline with milestones for key elements of the campaign... and stick to it !
- Engage your partners early and continue collaboration throughout
- Test your messages and materials
- Take time to evaluate

# Communicating about rabies



# WHO core products

- Fact sheet
- Factfile
- Infographic
- Rationale for investing in the global elimination of dog-mediated human rabies
- WHO position paper on rabies vaccines
- Want a friend? Be a friend ! The guide to pet care and prevention  
<http://www.who.int/rabies/en/>



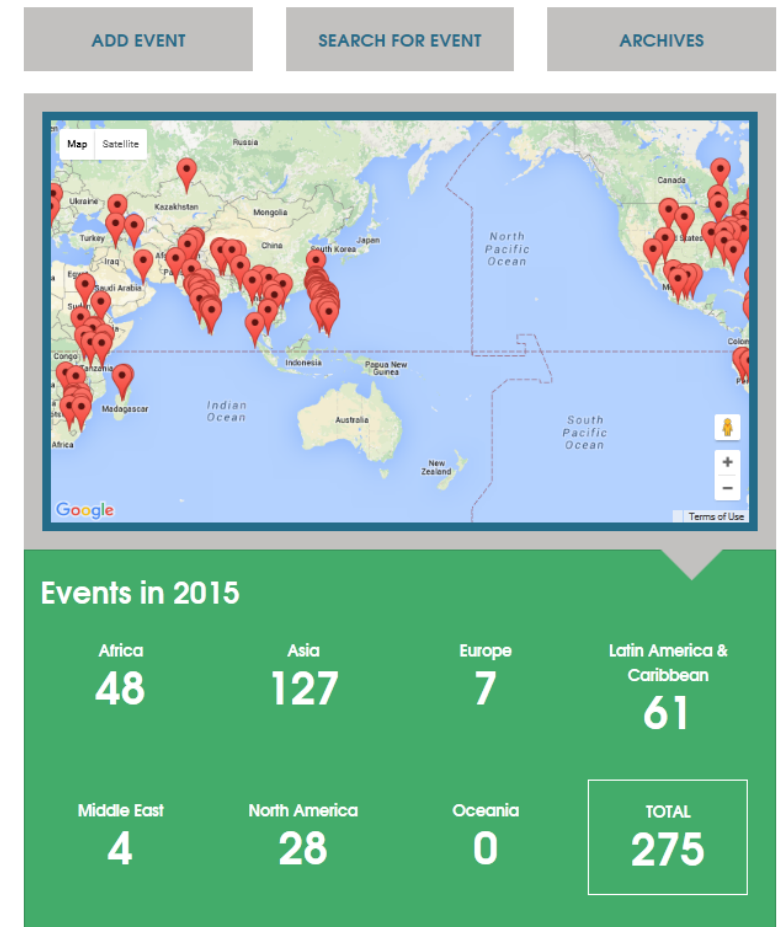
# World Rabies Day, 28 September

- Awareness campaign to further efforts in support of global rabies elimination
- Coordinated by the Global Alliance for Rabies Control (GARC)



**Organizer's toolkit**

**Guidance to organizing a fantastic event**



# World Rabies Day 2015

- 665 000 people reached with main infographic on Facebook
- 4 600 Likes, 4 180 shares
- 448 000 impressions on Twitter
- 1 800 retweets
- Retweets from e.g. @UN, @CDCTravel, the European Commission DG for health @EU\_Health, the Wellcome Trust, UN MDG Health Envoy,

WHO @WHO Following

28 September is World #Rabies Day. Rabies is 100% preventable, learn how we can #EndRabies [goo.gl/GWISAh](http://goo.gl/GWISAh)

### RABIES: THE FACTS

**VIRUS TRANSMISSION**  
Saliva of infected animals  
99% of human cases are caused by dog bites  
The virus attacks the brain. Rabies is **fatal** once symptoms appear.

**FATALITIES**  
Rabies affects **poor rural communities** mostly in Asia and Africa.  
About **One death every 15 mins**.  
**40%** of the victims are children younger than 15.

**TREATMENT**  
Thorough washing of the wound with soap, and, vaccine injections can avoid symptoms and **save lives**.  
**Seek immediate** medical care if bitten.

**HOW TO PREVENT RABIES TRANSMISSION FROM DOGS?**  
Learn dog body language  
Raise public awareness  
**NO DOG BITE = NO RABIES**

**VACCINATING DOGS SAVES HUMAN LIVES**  
Rabies is 100% preventable  
Vaccinating **70%** of dogs **breaks rabies transmission cycle** in an area at risk.  
Every dog owner is concerned.

28 September • World Rabies Day 2015 • #rabies

RETWEETS 1,763 FAVORITES 694

# To wrap up...

- Be clear on what you are trying to achieve
- Start planning early
- Create space and time to think creatively
- Agree on roles and responsibilities
- Establish a budget
- Use the opportunity to strengthen existing partnerships and create new ones
- Don't forget to evaluate
- .... and have fun !



[www.who.int](http://www.who.int)  
[bruniera@who.int](mailto:bruniera@who.int)