

The Regional Committee,

Having considered the progress report on WHO's Public Image and Advocacy for Health for All,\*

Aware that a high profile public image of WHO enhances acceptability of its health message and increases community and individual participation in efforts undertaken to promote health,

Noting that advocacy for Health for All is an essential, ongoing endeavour of vital importance,

1. THANKS the Regional Director for the progress report;
2. REQUESTS the Regional Director to:
  - 2.1. develop and strengthen the capabilities of the Regional Office to produce varied suitable information material on health issues for public dissemination, particularly in connection with World Health Day, World AIDS Day and World No-Tobacco Day;
  - 2.2. collaborate with Member States in promoting a partnership with the media and other sectors to increase health awareness among the public;
3. URGES Member States to:
  - 3.1. extend, if possible, their marking of World Health Day to one week;
  - 3.2. include information about WHO activities in the educational and training programmes for the different categories of health personnel;
  - 3.3. take active steps to make the health and the information sectors more aware of each other's needs in order to enhance collaboration in health advocacy;
  - 3.4. develop partnership with relevant sectors, particularly sport in the field of advocacy for health.

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\* Document EM/RC36/14.