

The Regional Committee,

Having considered the technical paper on health promotion and the media¹;

Acknowledging that informing the public about health represents one of its essential rights as well as one of the essential elements of the primary health approach;

Noting the vital role which the media plays in bringing about modification of behaviour in a positive way that serves health;

Recognizing the differences of orientation that exist between the health and media sectors, and that a common approach to health issues is essential for the attainment of the goal of health for all;

Expressing its appreciation for the kind offer of Egypt to make available the necessary means for the establishment of a training centre for media personnel and health professionals in health information, and the possibility of using Egyptian health satellite channels to spread health awareness;

1. **URGES** Member States to:

- 1.1 Work for the establishment of a health, education and media partnership to promote health issues and practices;
- 1.2 Undertake studies aimed at determining the effects of health messages transmitted by the media on public awareness of important health issues, behaviour change, and at avoiding any inconsistency or contradiction in the health-related messages transmitted by the media;
- 1.3 Organize training workshops for media personnel in health matters, and for health professionals in the needs and priorities of the media;
- 1.4 Utilize the Information Centre in the Republic of Yemen;

2. **RECOMMENDS** that the Regional Director study the offer of Egypt concerning the training of media personnel and health professionals and making use of the opportunity provided by the Egyptian satellite channels that are devoted to health information;

¹ Document EM/RC46/7

3. **REQUESTS** the Regional Director to:

3.1 Assist Member States in the evaluation of the impact of the media output on health matters;

3.2 Assist Member States in establishing an ethical code of conduct for tackling health issues in the media;

3.3 Continue to provide material for the use of the media on important health issues and increase such material wherever possible;

3.4 Encourage the establishment of a partnership between the media and the health sector;

3.5 Give importance to information through interpersonal communication, especially for the groups in most need;

4. **THANKS** the media for the vital role they play in health information which is essential for health promotion.