



Forty-five participants from the Ministry of Health, Primary Healthcare Centres, Ministry of Interior, National Communications Center and Government Hospitals took part in the capacity-building workshop in Manama, Bahrain. Photo credit: WHO/WHO Bahrain18 December 2023, Manama, Bahrain – WHO ran a 3-day Multidisciplinary Health Communications and Community Engagement Capacity-Building Workshop in Manama, Bahrain, on 3–5 December 2023, under the direction of the Ministry of Health.

The training aimed to enhance participants' knowledge and practical skills, enabling them to respond to advances in health communications, behavioural insights, and draw lessons from the COVID-19 pandemic for emergency and risk communications.

The multidisciplinary approach introduced various methodologies to plan and implement effective communication and engagement strategies targeting diverse audiences. These audiences included different age groups within communities, media professionals, policy-makers, and other stakeholders through the advocacy process, with the goal of fostering healthy behaviour and improving health and well-being.





WHO/UNICEF Regional Office for the Eastern Mediterranean - Ministry of Health - Mainframe, event - to increase the role of health communication in the control of communicable diseases



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Ms. Supriya Rana, Senior Advisor, WHO Bahrain, presenting to a group of health communication managers in the Kingdom of Bahrain, 15 May 2024. Photo credit: WHO Bahrain