



24 December 2019 □ The World Health Organization (WHO), Iranian Ministry of Health and Medical Education, and Allameh Tabataba'i University held a three-day workshop on 24–26 December 2019 in Tehran on effective communication with the media and target audiences.

The workshop provided skills-based training focused on strengthening the capacities of health authorities, including managers and health-related focal points in all government bodies that are members of the Supreme Council for Health and Food Security, on media literacy and effective communication.

“There are a range of objectives in the area of health, including prevention, care and treatment, rehabilitation, risk and emergency preparedness, response and recovery, which require proper communication strategies, plans and approaches, and this workshop has been organized to address them”, said Dr Rahim Taghizadeh Asl, a WHO officer responsible for healthier populations.

“To implement the Health in All Policies approach, and achieve universal health coverage and sustainable development, we need the involvement of both the health and non-health sectors, as well as community empowerment and engagement. This cannot be achieved without effective communication with all parts of the population,” he added.



“The Supreme Council for Health and Food Security is the institutional platform for implementing the Health in All Policies approach, through the participation of a diverse range of partners from the health and non-health sectors. Having efficient communication skills is an essential requirement for all stakeholders”, said Dr Ali Delpisheh, Chief of the Secretariat of the Supreme Council for Health and Food Security.

According to Dr Hadi Khaniki, current holder of the UNESCO Chair for the Communication of Science and Technology at Allameh Tabataba'i University, Tehran:

“Wide access to information through the internet and social media exposes communities to lots of data and information, which are not necessarily developed properly and based on their needs, or scientific facts and evidence, to help them make the right decisions. This places a great responsibility on the health authorities and requires that particular attention is given to the best use of the media for proper and effective communication, in order to build and maintain trust among target audiences.”

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