

Building a Future of Resilience:

A Progress Report on Building resilient communities for better health and well-being in the Eastern Mediterranean Region

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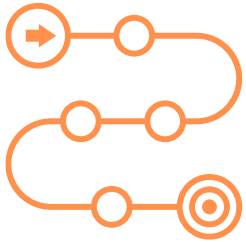
Regional Adviser, Health Promotion and
Social Determinants of Health



Vision

Achieve better health and well-being by responding to the public health crises and building resilient communities that can withstand them.

Milestones



October 2021 **Resolution & roadmap**

- Integrated community feedback & strengthened multisectoral platforms



Governance space for engaging the Community

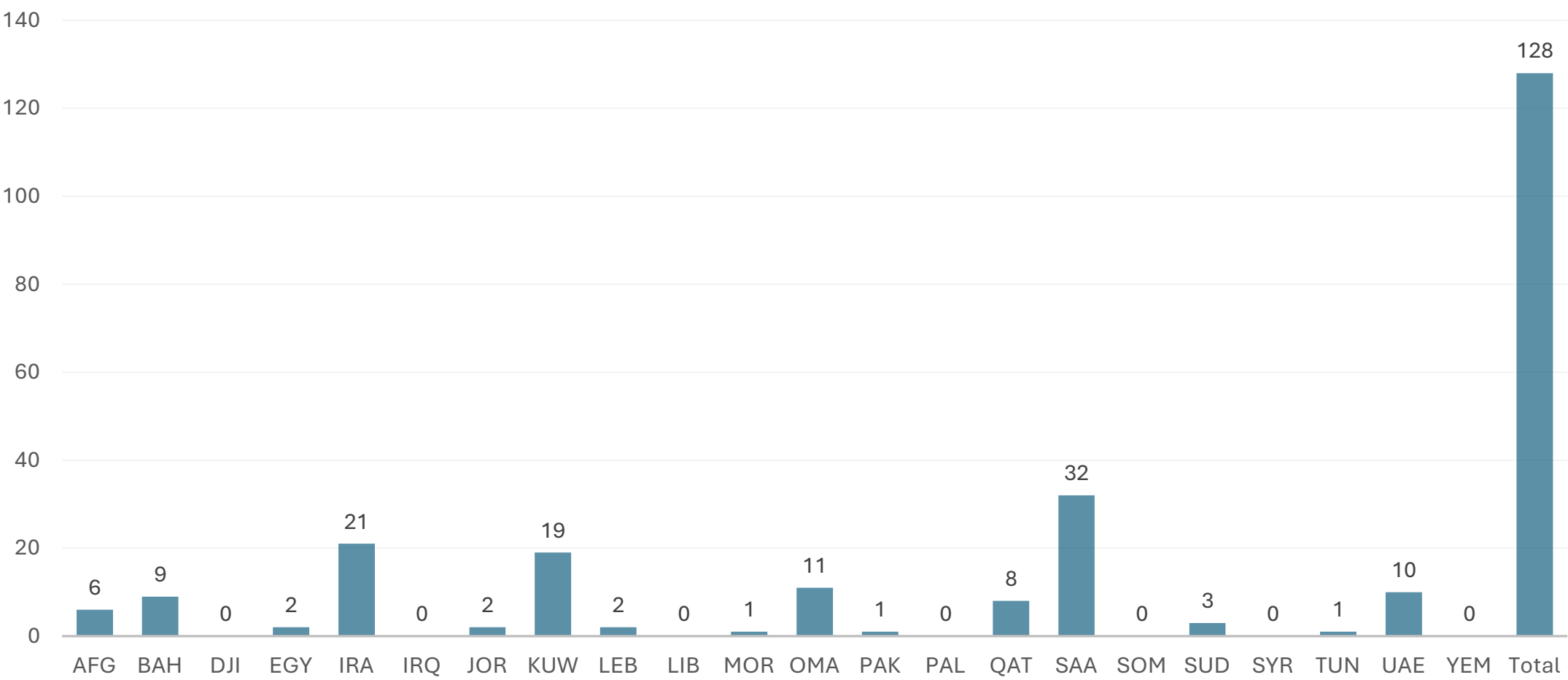
- Community health committees
- Capacity-building



Localization of Community Engagement Approaches

- WHO Healthy Cities
- Healthy villages, universities & schools

Regional Healthy Cities Network

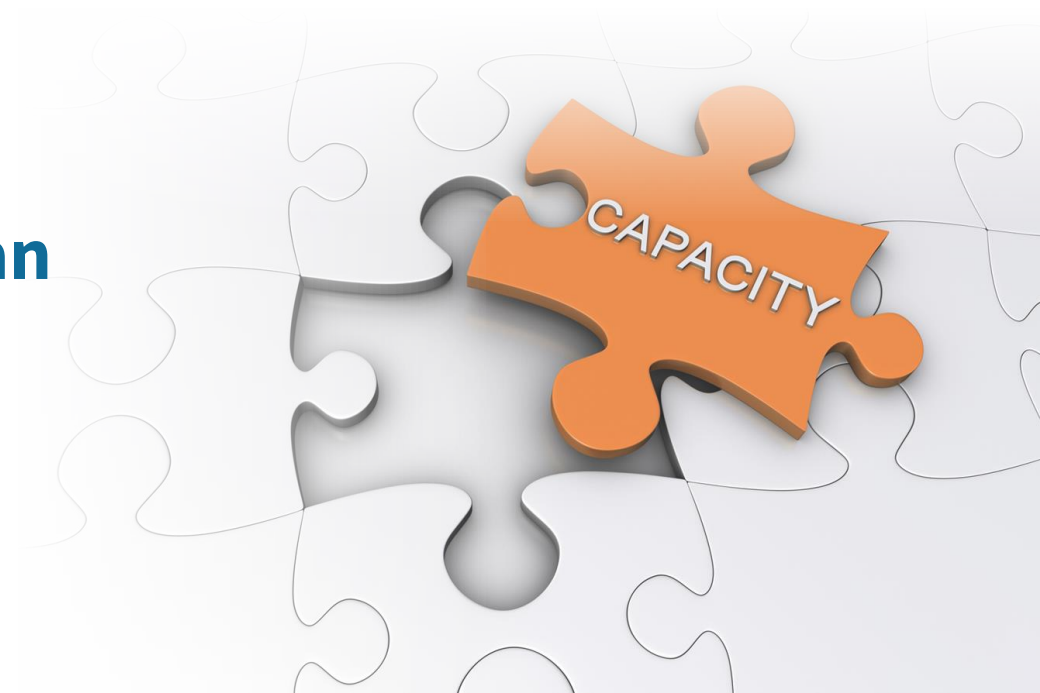


Number of registered cities/country in the Regional Healthy Cities Network

Empowering the Frontline

Capacity Building and Community Engagement Strategies

- **Regional Framework for Community Engagement** developed with comprehensive training package
- Training in Iran, Oman, Pakistan, Libya strengthened committees & responders
- Deployed health responders **in six Syrian cities** after the earthquake



Social Listening and Feedback Systems

- Regional social listening system established using WHO EARS and Talkwalker
 - Infodemic management training strengthened response to misinformation
 - RCCE-IM interagency group meets monthly to optimize strategies & emergency responses across Region
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Building Trust Through Two-Way Communication

Establishing
regional social
listening system
with advanced tools

“Listening engine”
gave real-time
insights during
Morocco earthquake
& Libya floods for
timely action

**Trust is the
foundation
of resilience**

**we must
listen to
build trust**

Revitalizing an interagency working
group with UNICEF and IFRC for
stronger coordination



Knowing Our Partners, Knowing Our People

- **Regional mapping exercise** of CSOs/NGOs built a comprehensive database
- In Pakistan, for example, mapping clarified roles & contributions of civil society



A New Chapter of Innovation



Pilot in Tunisia

Qualitative research in informal settlements to develop strategic responses



WHO Iraq

Case study Hemorrhagic fever campaign now a regional model

The Journey Continues

Building a Legacy of Resilience

- Shift from **reactive** to **proactive**, toward **community-led** approaches
- Empowering people, strengthening local institutions, and embracing a culture of listening and learning—**building a legacy of resilience for generations to come.**

Conclusions



Significant progress through governance engagement, capacity building, and innovative social listening systems.



Progress report highlights successes and lessons learned to guide strategies.



Continued **collaboration** and **investment** to sustain health and well-being in our Region



**World Health
Organization**

Eastern Mediterranean Region



**Together for a
healthier future**
Action. Access. Equity.

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