

REGIONAL COMMITTEE

WP/RC6/13  
11 July 1955

Sixth Session  
Singapore  
13-19 September 1955

ORIGINAL: ENGLISH

Agenda Item 16.4

PUBLIC INFORMATION ACTIVITIES

One of the principles embodied in the Constitution of the World Health Organization states that "Informed opinion and active co-operation on the part of the public are of the utmost importance in the improvement of the health of the people."

The Member States of the WHO Regional Committee for the Western Pacific have long recognized the full significance of the above-quoted principle. At the second session of the Regional Committee held in Manila in 1951, a resolution<sup>1</sup> in support of this principle was passed and this was reiterated at the fourth session of the Committee<sup>2</sup>.

Many of the Member States have already done much to implement the above resolutions. For instance, a number of government officials are now acting as liaison officers with the Public Information Unit of the Regional Office in the promotion and co-ordination of public information activities in the field of health.

It is realized by all, however, that the work in this regard has just started and much could still be done to increase public understanding of national and regional health problems, their economic and social significance and in the promotion and understanding of the present and future possibilities for health betterment through international co-operation as exemplified by the World Health Organization.

To draw attention to the need for developing further closer co-operation in public information work in the field of health, and in view of the resolution passed by the Eighth World Health Assembly<sup>3</sup> (copy attached), the Regional Committee may wish to adopt a resolution

/along the

<sup>1</sup> WP/RC2/R.13  
<sup>2</sup> WP/RC4/R.20  
<sup>3</sup> WHA8.20

along the following lines:

The Regional Committee,

Having noted the resolution passed by the Eighth World Health Assembly inviting regional committees to consider ways and means of improving information activities in their regions where necessary, and

Taking into consideration that there have been two resolutions passed in this regard, at the second and fourth sessions of the Regional Committee,

RECOMMENDS that each Member State which has not done so should take immediate steps to implement the above-mentioned resolutions.

\* \* \* \* \*

WP/RC6/13

ANNEX

EIGHTH WORLD HEALTH ASSEMBLY

WHA8.20  
26 May 1955

ORIGINAL: ENGLISH

PUBLIC INFORMATION ACTIVITIES

The Eighth World Health Assembly,

Having noted the view of the Executive Board that public information activities of WHO should be intensified, and

Having considered the study on problems of public information submitted by the Director-General in response to the request of the Executive Board,

1. RECOMMENDS that advantage be taken of the information facilities available to National WHO Committees;
2. INVITES regional committees to consider ways and means of improving information activities in their regions where necessary, and
3. INVITES governments to have their public information units co-operate to the fullest possible extent with WHO information services in making the aims and work of WHO better known throughout the world.