THE PEP: fostering the transformation to achieve our vision

36. Request the Steering Committee to elaborate a communication strategy to disseminate the results of THE PEP in order to raise awareness among stakeholders and citizens;
Introduction/Background

➢ What is THE PEP
➢ What are the objectives of the Vienna declaration
➢ Why this strategy was developed
Objectives of the Communication strategy

Visibility of THE PEP

Social and behavior change

Strategy

Awareness raising

Health and environment on political and public agenda
Target audience

- National and local governments
- UN agencies and others
- Transport, health and environmental professionals
- Civil society
- Media
- General public
- Youth and children

THE PEP
Transport, Health and Environment Pan-European Programme

UNECE
World Health Organization
GUIDING PRINCIPLES

MESSAGES
- appropriate
- clear
- consistent with
THE PEP objectives

MEASURES AND ACTIVITIES
- adequate
- credible
- trusted
- timely
- actionable

THE PEP
Transport, Health and Environment Pan-European Programme

UNECE
World Health Organization
Channels of Communication

- Social media channels of partner organizations in countries
- Traditional (central and regional TV, radio, press in countries), and online media
- THE PEP dedicated website
- Video/photo library
- Social media channels of WHO and UNECE, including Facebook, Instagram, Twitter
Communication tools and products

key messages

event mapping other key players, to ensure proper participation in relevant fora and/or visibility

in relevant happenings/campaigns at the European level

documentary film, video clips, short movies, narrative writing, infographics, stories, testimonies, brochures, fact sheets, leaflets, booklets, newsletters, art, music and/or pictures,

slogan design

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UNECE

World Health Organization

REGIONAL OFFICE FOR Europe
The way forward

- **27-28 Oct 2021**: Discussion of the outline of the strategy
- **First quarter of 2022**: Drafting the Strategy
- **17-19 Oct 2022**: Presenting the first draft at the Steering Committee
- **Nov 2023**: Adoption of the Communication strategy
THANKS!

https://thepep.unece.org/