



## COMMUNICATIONS BRIEF

### UNIVERSAL ACCESS TO RELIABLE HEALTHCARE INFORMATION: A GLOBAL CONSULTATION

Healthcare Information For All (HIFA) and the World Health Organization (WHO) are collaborating on a global survey to accelerate progress towards universal access to reliable healthcare information. We need 10,000 people to complete the survey - help us spread the word across social and digital media channels!

#### TWITTER

**Posts to be accompanied by graphic from the Media kit**

- Every person needs timely access to reliable healthcare information to protect their own health and the health of others. Reliable information saves lives. Misinformation destroys lives. Share your thoughts via [@hifa\\_org](#) [@WHO](#) 5-min survey: [www.hifa.org/survey2023](http://www.hifa.org/survey2023) [#HIFA](#) [#healthinfo4all](#) [@WHO](#)
- [@hifa\\_org](#) & [@WHO](#) launch a global consultation 21 August 2023 on how to accelerate universal access to reliable healthcare information. Have your say by completing this 5-min survey: [www.hifa.org/survey2023](http://www.hifa.org/survey2023) [#HIFA](#) [#healthinfo4all](#)
- Calling all patients, health workers, publishers, information professionals, policymakers, knowledge brokers, researchers & the public... contribute your voice to [@hifa\\_org](#) [@WHO](#) global survey on how to accelerate universal access to reliable healthcare information: [www.hifa.org/survey2023](http://www.hifa.org/survey2023) [#HIFA](#) [#healthinfo4all](#)

#### LINKEDIN, FACEBOOK, INSTAGRAM

**See graphics below: please include a to the survey URL: [hifa.org/survey2023](http://hifa.org/survey2023)**

- Every person needs timely access to reliable healthcare information to protect their health and the health of others. Healthcare Information For All ([HIFA.org](http://HIFA.org)) and the World Health Organization (WHO) invite YOU to contribute your voice to a global survey to accelerate progress towards universal access to reliable healthcare information: [www.hifa.org/survey2023](http://www.hifa.org/survey2023) [#HIFA](#) [#healthinfo4all](#)

#### EMAIL

**Subject:** Universal access to reliable healthcare information: Your voice will help shape the future of healthcare worldwide

Dear [Name],

Lack of timely access to reliable healthcare information results in countless deaths and avoidable suffering every day. Reliable information saves lives. Misinformation destroys lives.

Healthcare Information For All ([HIFA.org](http://HIFA.org)) and the World Health Organization (WHO) are collaborating on a global survey on how to accelerate progress towards universal access to reliable healthcare information. The survey is available in all WHO official languages.

We need at least 10,000 people to complete the survey. We invite everyone to do so: patients, health workers, publishers, library and information professionals, policymakers, knowledge brokers, researchers, the general public... The findings will help inform action by WHO, HIFA and partners towards universal access to reliable healthcare information.

The official launch date is 21 August 2023 and the survey takes 5-10 minutes to complete. It will run through to 30 September. Please complete the survey now and forward this URL widely to your contacts! [www.hifa.org/survey2023](http://www.hifa.org/survey2023)

[Sign off]



Optimised for LinkedIn:

**Universal access to reliable healthcare information:  
Global stakeholder consultation**  
*Your voice is important*

**Complete our 5-minute survey**

In official relations with the  
World Health Organization

**hifa.org**

The banner features a background image of the Earth from space. On the left, the HIFA logo is prominently displayed. The text is arranged in a clear, hierarchical layout, with the main title in bold black font, a call to action in a blue button, and the organizational affiliation in a smaller blue font. The website URL "hifa.org" is positioned in the bottom right corner.

Optimised for Facebook:

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