



PAN AMERICAN HEALTH ORGANIZATION  
WORLD HEALTH ORGANIZATION



## 150th SESSION OF THE EXECUTIVE COMMITTEE

*Washington, D.C., USA, 18-22 June 2012*

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CE150.R5 (Eng.)  
ORIGINAL: SPANISH

### ***RESOLUTION***

#### ***CE150.R5***

#### **STRATEGY AND PLAN OF ACTION ON KNOWLEDGE MANAGEMENT AND COMMUNICATIONS**

##### ***THE 150th SESSION OF THE EXECUTIVE COMMITTEE,***

Having reviewed document CE150/17, *Strategy and Plan of Action on Knowledge Management and Communications*,

##### ***RESOLVES:***

Recommend that the 28th Pan American Sanitary Conference adopt a resolution in accordance with the following terms:

#### **STRATEGY AND PLAN OF ACTION ON KNOWLEDGE MANAGEMENT AND COMMUNICATIONS**

##### ***THE 28th PAN AMERICAN SANITARY CONFERENCE,***

Having reviewed Document CSP28/\_\_\_\_, *Strategy and Plan of Action on Knowledge Management and Communications*;

Recognizing that review of the current situation indicates that there are two basic conditions for application of knowledge management and communications in the countries of the Americas: availability of effective means to formulate and implement strategies and policies on knowledge management and communications (technological viability), as well as practical procedures and instruments that are simple, attainable and sustainable (scheduling and financial viability);

Understanding that the aim is to improve coordination and delivery of services in the field of health in order to increase their efficiency, availability, access, and accessibility, which will enable them to adapt to and foresee new contexts in the health area;

Considering the [report JIU/REP/2007/6 on knowledge management in the United Nations system](#) (2007); that, in November 2010, the Third Ministerial Conference on the Information Society in Latin America and the Caribbean held in Lima (Peru) established its Plan of Action on the Information and Knowledge Society in Latin America and the Caribbean; the Strategy on Knowledge Management and Communications for all entities and country offices of the Pan American Sanitary Bureau (PASB) was approved in 2011; and highlighting the celebration of the Regional Congress on Health Sciences Information (CRICS) organized every 2-3 years, which has consolidated as a reference activity that reflects and synthesizes the regional and international state of the art in the disciplines and subjects of management of scientific and technical information, scientific communication, library science, and information technology;

Taking into account [Resolution A/RES/51/172](#) (1996) Communication for development programmes in the United Nations system that recognized the importance of assigning priority to communication on development and emphasized the need to support reciprocal communication systems that facilitate dialogue and allow communities to manifest themselves, express their aspirations and interests, and participate in decisions related to their development; the [Knowledge Management Strategy](#) of the World Health Organization (2005); the [Regional strategy for knowledge management to support public health](#) (Resolution EM/RC53/R.10 [2009]) of the Eastern Mediterranean Region; the PAHO [Strategy and Plan of Action on eHealth](#) (Document CD51/13 [2011]);

Observing that PAHO has collaborated with the countries of the Region in order to establish conceptual and technical foundations as well as an infrastructure for preparation of national programs and policies on knowledge management and communications;

Recognizing the transversal and complementary nature of this Strategy and the targets established in the PAHO Strategic Plan 2008-2012 (*Official Document 328*);

Considering the importance of having a strategy and plan of action that allows the Member States to improve public health in the Region effectively and efficiently, through knowledge management and communications,

***RESOLVES:***

1. To endorse the Strategy, approve the Plan of Action on Knowledge Management and Communications and promote their consideration in development policies, plans and

programs, as well as in national budget proposals and discussion, which will facilitate establishment of appropriate conditions to respond to the challenge of improving public health in the Region by adopting standards, policies and procedures with regard to knowledge management and communications, ensuring the convergence of the projects, initiatives, products, and services of the Region on these subjects.

2. To urge the Member States to:

- (a) assign priority to implementation of a situation analysis of the institutions that work in knowledge management and communications on health, access to reliable information and exchanges of health knowledge through a continuous learning process, in order to contribute to development of health in the Region;
- (b) prepare and implement policies, plans, programs, and interministerial actions with regard to knowledge management and communications guided by the Strategy and Plan of Action, ensuring the availability of the required resources and legal framework, focusing on the needs of the populations at risk that are in situations of vulnerability;
- (c) implement the Strategy and Plan of Action, when appropriate, in a framework made up of the health system and institutions of knowledge management and communications, including public information services, libraries, information networks, and information technologies services, emphasizing interprogrammatic collaboration and intersectoral action, while monitoring and evaluating the effectiveness of this Strategy and Plan of Action and the allocation of resources;
- (d) promote internal dialogue and coordination between ministries and other institutions of the public sector, as well as partnerships between the public and private sectors and civil society in order to achieve a national consensus and promote the establishment of national networks of knowledge management and communications on health;
- (e) support the capacity to generate information and research for development of strategies and execution of models based on relevant scientific tests;
- (f) support the capacity to produce, record, classify, and circulate scientific knowledge in the area of the Virtual Health Library managed by BIREME PAHO/WHO;

3. To request that the Director:

- (a) support coordination and execution of the Strategy and Plan of Action on Knowledge Management and Communications in the national, subregional,

- regional, and interinstitutional areas among them, provide the required support to the countries and foster technical cooperation, for preparation and execution of the national plans of action;
- (b) strengthen relations with academic institutions and ministries of education in order to promote preparation and implementation of national digital literacy programs, with the aim of improving the skills of people in the context of the new information society;
  - (c) strengthen the internal communication strategy and activities in order to promote application of knowledge management and communication tools and methodologies;
  - (d) facilitate the circulation of studies, reports, and solutions that serve as a model with regard to knowledge management and communications so that, with the appropriate modifications, they can be used by the Member States;
  - (e) develop and maintain the regional network of collaborating centers of the World Health Organization with regard to information, knowledge, and communications on health in collaboration with the Member States;
  - (f) report periodically to the Governing Bodies on the progress and limitations in execution of the current Strategy and Plan of Action, as well as its adaptation to specific contexts and needs.

*(Third meeting, 19 June 2012)*