



EMPHNET

The Eastern Mediterranean
Public Health Network

COMMUNICATION AND NETWORKING



► GHD | EMPHNET: working
together for better health



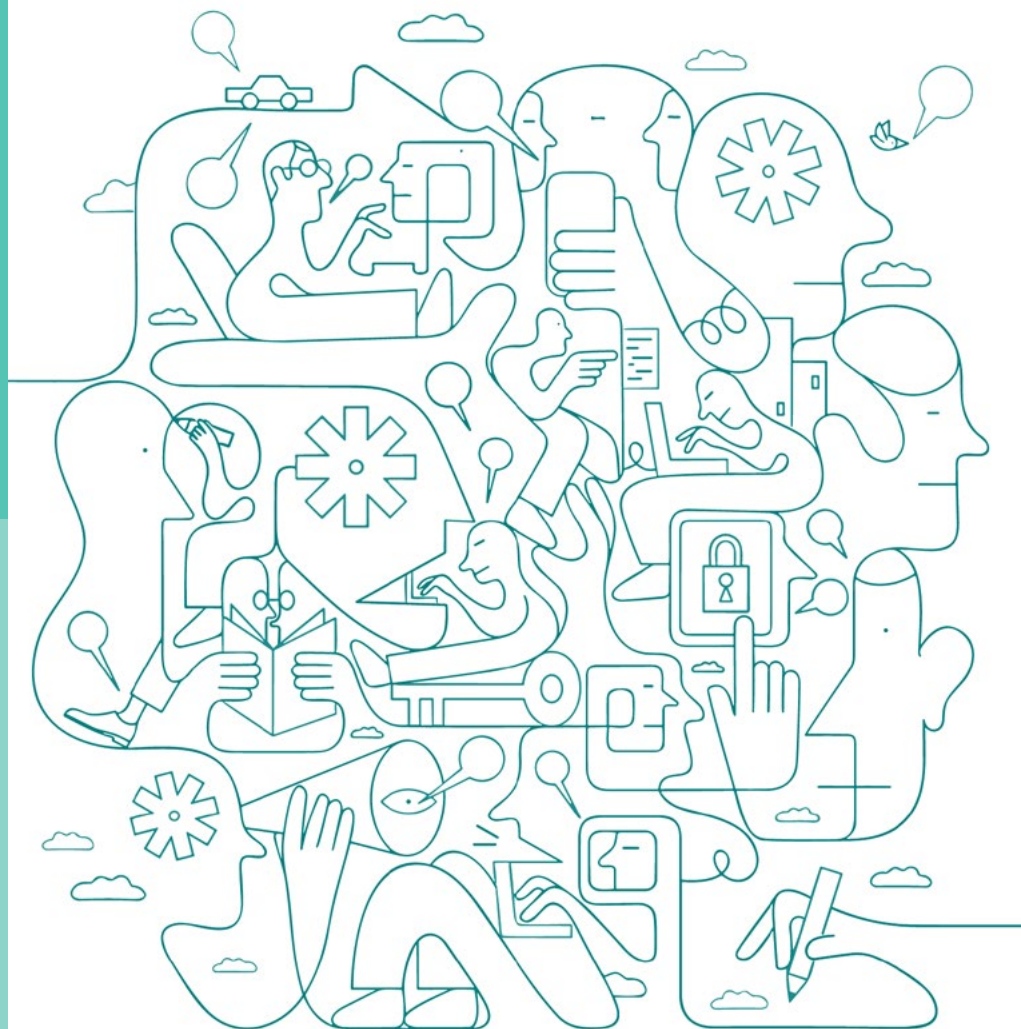
OUR APPROACH

Positioning Regional Voices within Global Arenas

Connecting with international organizations and networks to help shape international agendas with regional priorities in line with common understanding and shared goals.

Leveraging the Most Effective Tools for Health Communication

Employing both online and offline media, alongside capacity-building initiatives, to strengthen risk communication, enhance occupational health, improve health literacy, and advance health promotion efforts.



Building Bridges Across Borders and Professions

Bringing countries, institutions, and public health professionals together to encourage cross-border conversations and professional exchange, and support collaboration toward better public health in the region.

Harnessing Digital Innovation to Broaden Knowledge Reach

Investing in the use of innovative communication tools, including digital and online platforms to engage a wider audience and transcend geographical limitations.

Ensuring Representation of the Most Marginalized in Global Health Discourse

Ensuring that perspectives from the most underserved communities and under-represented countries are included in regional and global meetings, conferences, and other networking events.



WHY EMPHNET IS INVOLVED

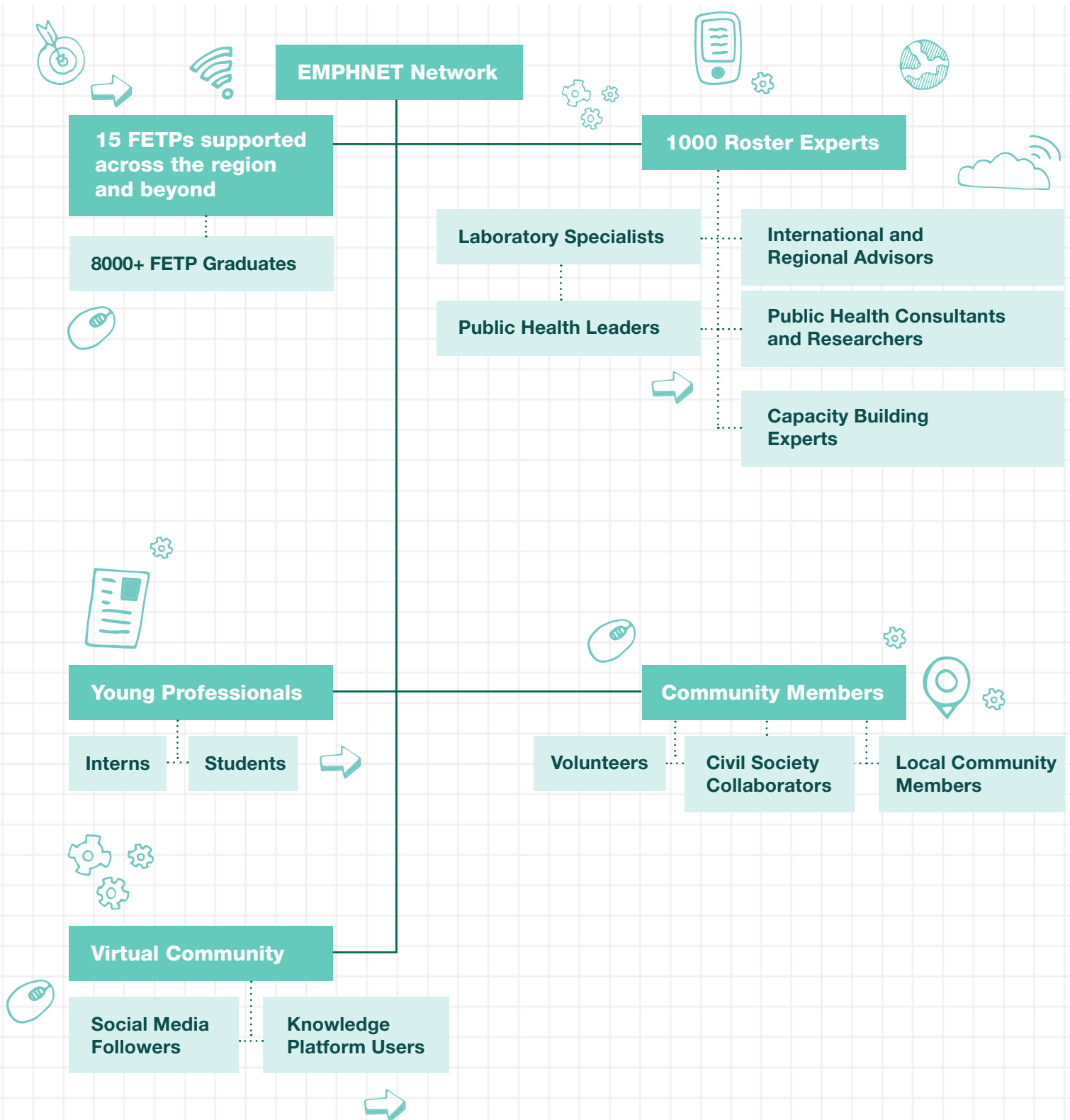
- The WHO Thirteenth General Programme of Work (2019–2025) emphasizes the importance of generating, sharing, and applying knowledge. This process, known as knowledge management (KM), ensures health and development practitioners can access and use information effectively.
- Networking events in the EMR are vital for sharing knowledge and experiences, helping to improve research, drive innovation, and strengthen health systems in LMICs.
- Networking supports career growth and provides platforms—virtual or in-person—for diverse perspectives, open debate, and innovative thinking in global public health. This fosters ongoing research collaboration (Brass et al., 2004; Natividad et al., 2012; Smith et al., 2021).
- Sharing knowledge through publications and open access is especially vital for LMICs to turn research into practical action (Siddiqi et al.).
- Weak knowledge translation in LMICs remains a major barrier, with few platforms linking research to policy or enabling dialogue between researchers and decision-makers.
- LMICs are underrepresented at global health events due to financial constraints, logistical issues, and lower acceptance of submitted research.





EMPHNET: A NETWORK IN ITS OWN RIGHT

Over the years, EMPHNET has evolved into a network of public health professionals and experts from the region and beyond, established to support global health programs in design, development, and delivery.





STRATEGIC VALUE OF EMPHNET'S REGIONAL NETWORK IN PUBLIC HEALTH

**Cross-Border
Collaboration**

**Multi-Level
Communication**

*(National, Regional, And
International)*

**Brokering
Partnership
Opportunities**

**Experience
and Knowledge
Exchange**

**Effective
Coordination**

**Access to Local
Communities**





CONNECTING WITH KEY PLAYERS IN PUBLIC HEALTH

EMPHNET actively engages with a wide spectrum of stakeholders to foster partnerships that drive the implementation of health priorities at global, regional, and national levels.



Health System Engagement

National Level

Engagement with governments, public health agencies, and health institutions

Regional Level

Connection with regional public health experts

District Level

Communication with district health officers and community health workers

Institutional Level Engagement

Ministries of Health and Other Government Entities

Regional Organizations

International Organizations

Academic Institutions

Private Sector Entities

Civil Society Organizations

Community-led Organizations

Forms of Communication & Networking

Official correspondence, joint meetings, technical consultations, policy dialogues

Regional forums, virtual conferences, and multilateral coordination meetings

Strategic partnerships and collaborative projects

Joint research initiatives, workshops, training sessions, and academic publications

Public-private dialogue platforms and joint projects

Community outreach events and collaborative campaigns

Field visits, community dialogues, and participatory workshops



EMPHNET's Global and Regional Network Memberships

EMPHNET maintains membership and active participation in several influential networks:

Global Health Security & Outbreak Response

GOARN (Global Outbreak Alert and Response Network)

EIOS (Epidemic Intelligence from Open Sources)

GSPN (Global Strategic Preparedness Support Network)

Disease-Specific & Surveillance Platforms

MENA-ISN (Middle East, Eurasia, and Africa Influenza Stakeholders Network)

AMR Platform (Antimicrobial Resistance Multi-Stakeholder Partnership)

MENA HPV Coalition

Advocacy, Public Health & Policy Engagement

Pandemic Action Network

Global Alliance for Tobacco Control

World Federation of Public Health Associations

Global Health Council

Regional and Capacity Building Networks

GFEP (Global Field Epidemiology Partnership)

PHAW (Public Health in the Arab World)

Regional Mental Health Coalition for CSOs

IANPHI (International Association of National Public Health Institutes)





THE EMPHNET REGIONAL CONFERENCE: REGIONALLY FOCUSED, GLOBALLY CONNECTED

The EMPHNET Regional Conference is a biennial event that serves as a key platform for public health professionals, field epidemiologists, and stakeholders worldwide. Over the years, it has grown in both size and diversity, attracting increasing numbers of participants from the public sector, government, academia, pharmaceutical companies, media, and international organizations.

Strategic Value of EMPHNET's Regional Network in Public Health

Facilitating Exchanging Knowledge and Experiences

Showcasing Research Outcomes and Country Contributions

Presenting Impact from Practice in Applied Epidemiology

Strengthening Inter-Country, Multi-Country, and International Collaborations

Amplify Voices from the Region in Public Health



8

**Regional
Conferences Held**

800+

**Abstracts
Presented**

**By the
Numbers**

1600+

Total Attendees

Topics Covered



NCDs



Immunization



Program Evaluation



Public Health Education



Field Epidemiology



Infectious Diseases



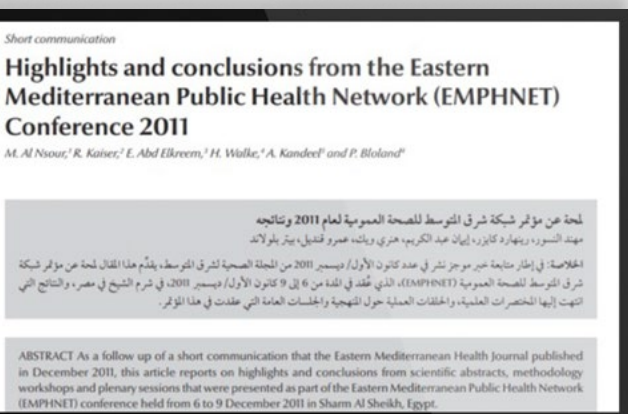
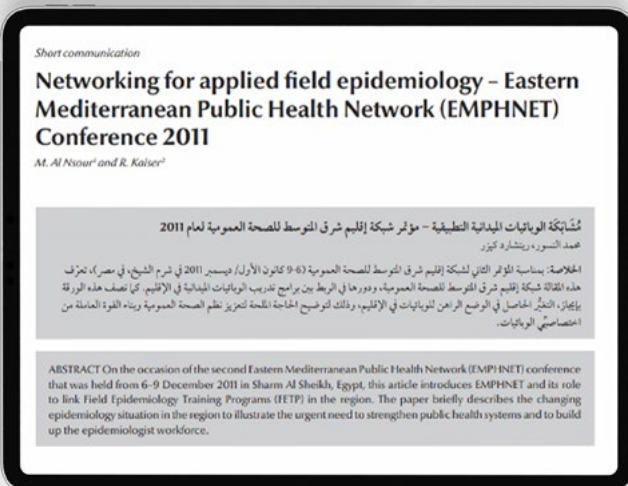
**Maternal and
Child Health**





Featured Publications from EMPHNET Conferences

EMPHNET's conferences have contributed to the global public health discourse through published proceedings, including:





ENHANCING CROSS-SECTORAL AND CROSS-COUNTRY COMMUNICATION: A ONE HEALTH CASE IN FOCUS

EMPHNET has directed efforts toward enhancing collaboration and communication among countries and across sectors involved in One Health. The following are key activities contributing to improved coordination and surveillance capacity:



Establishing Connections Among Field Epidemiology Training Programs (FETPs)

Collaboration between FETPs in human and animal health sectors has been initiated to support joint education and capacity-building under the One Health approach.



Developing Communication Protocols in Jordan

New communication protocols have been established to strengthen the coordination between field and laboratory teams, and between the animal and human health sectors. This includes joint surveillance efforts for brucellosis in Jordan.



Enhancing Cross-Border Surveillance Between Libya and Tunisia

Support has been extended to improve communication and information exchange on surveillance of transboundary health threats between Libya and Tunisia.



Facilitating Regional Information Exchange

Regional meetings and training workshops have been organized to foster the sharing of information and experiences among countries engaged in One Health initiatives.



THE EMPHNET WEBI SERIES

Launched in 2020, the EMPHNET WEBi Series has become a platform for virtual public health engagement to foster dialogue, share evidence, and inform practice, the series brings together leading voices from the field.

180

**Speakers
Featured**

80

**Experts
Facilitated**

46

**Webinars
Conducted**

**EMPHNET
WEBi Series
at a Glance**

6000+

**Attendees
Reached**

Topics Covered



**Public Health Research
and Field Epidemiology**



Noncommunicable Diseases (NCDs)



**Emergency Response
and Humanitarian Health**



COVID-19



Operational Research



Regional Health Advocacy



One Health



THE ENGAGE INTERNSHIP PROGRAM

Since its inception in 2019, the Engage Internship Program has served as a launchpad for early-career professionals, offering practical, project-based learning opportunities across EMPHNET's departments. Whether working onsite or remotely, interns are embedded in initiatives and supported by seasoned mentors throughout their journey. Each internship is structured with clear deliverables and performance objectives, ensuring both impact and growth.



Duration

3 to 6 months



Mode

Onsite or Online



Components

- Assigned Mentor
- Defined Project Scope
- Deliverables with Performance Indicators
- Evaluation at Completion
- Award and Graduations of Successful Candidates





THE EMPHNET WEBSITE: A PUBLIC HEALTH RESOURCE FOR THE SCIENTIFIC COMMUNITY

The EMPHNET website is a knowledge hub serving public health professionals, researchers, and policymakers. It not only highlights EMPHNET's work and regional impact but also provides open access to key tools and evidence-informed content.



EMPHNET Website: Trusted by the Global Scientific Community

From conflict-related health impacts to zoonotic disease surveillance and mental health in humanitarian crises, EMPHNET's website has been cited by the scientific community, offering practical, field-based insights drawn from its work on the ground across the region.



Number of Publications Citing EMPHNET Website

10+ books, peer-reviewed articles, theses, and dissertations



Geographical Reach

22 countries



Most Cited Topics

Health Security, One Health, FETPs, Public Health Education, Immunization, Sexual and Reproductive Health



EPINEWS: THE ONLY PUBLIC HEALTH NEWS AGGREGATOR FROM AND FOR THE REGION

Launched in 2023, EpiNews is the region's premier news aggregator, providing essential, real-time updates on disease outbreaks, health policy changes, and emerging epidemiological trends. Designed with health professionals, policymakers, and researchers in mind, EpiNews offers curated content that keeps you informed and ahead of the curve on public health issues for the EMR and beyond.





FETP AMBASSADORS PROGRAM

Launched in 2022, the FETP Ambassadors Program has been instrumental in increasing the visibility of FETPs across the region. The program recruits an Ambassador from each FETP who is responsible for showcasing the achievements of their respective country's program. Using a variety of communication channels, such as social media, newsletters, and scientific publications, Ambassadors promote the impact of FETPs, therefore fostering regional collaboration and sharing best practices.

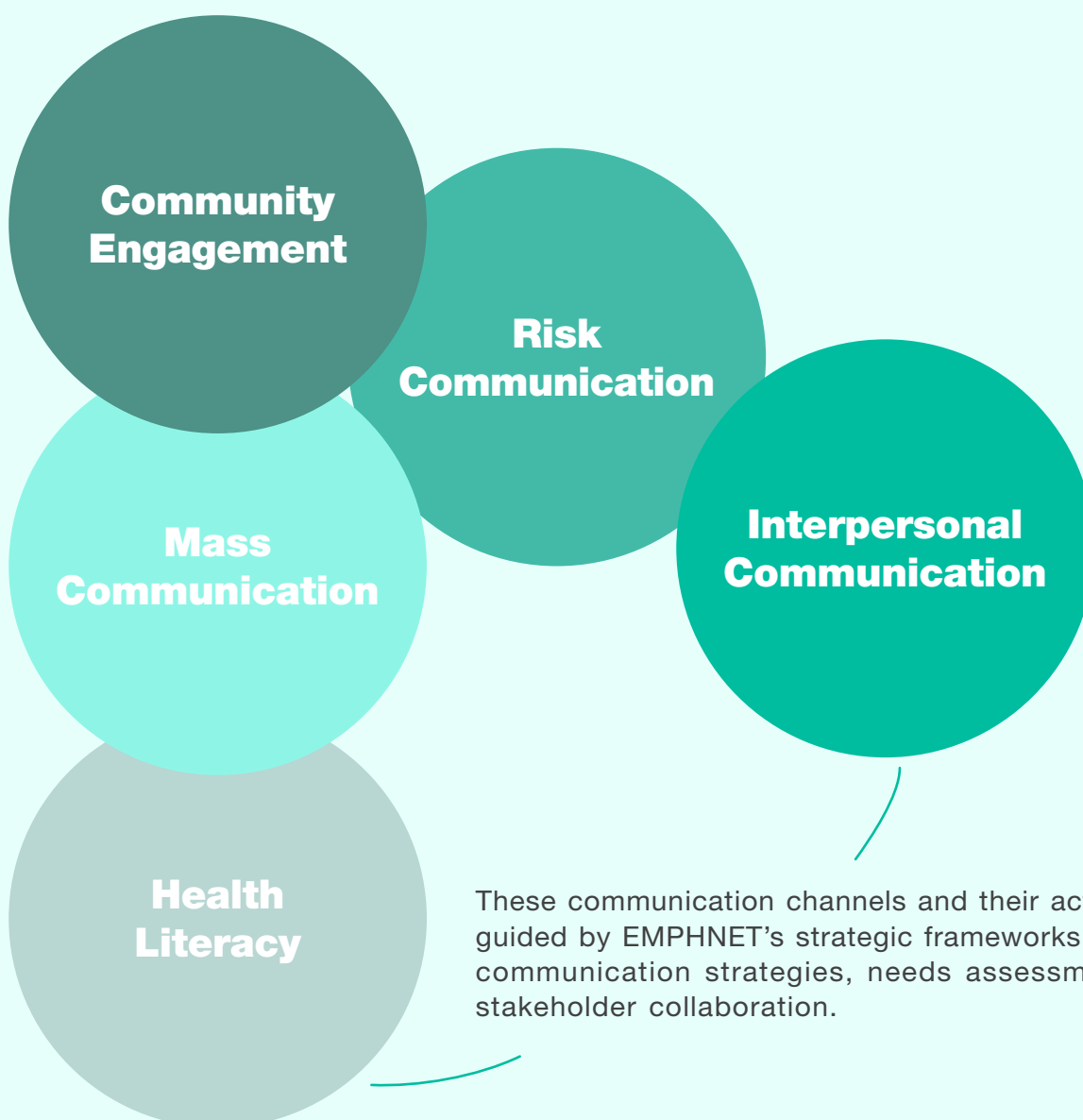
Ambassador Representation by Country



HEALTH COMMUNICATION IN ACTION

EMPHNET supports health communication efforts aimed at empowering communities and promoting informed health choices. It does so through a range of online and offline approaches, including training frontline workers on interpersonal communication, engaging influential community figures, and leveraging digital tools to counter misinformation and strengthen strategic communication. Recognizing the importance of expanding these efforts, EMPHNET also offers tailored services to help countries build and enhance their health communication capacities.

EMPHNET's Core Health Communication Channels



COMMUNITY-LED COMMUNICATION

EMPHNET leverages community engagement to deliver critical health messages, with a strong focus on immunization and addressing vaccine hesitancy through trusted, locally relevant approaches. Its close, on-the-ground presence in some of the region's most challenging contexts enables it to build trust, empower communities, and apply strategic communication.

Utilizing Communication and Community Engagement to Address Vaccine Hesitancy and Build Public Trust



Afghanistan (2016-2023)

Innovative strategies in rural areas, community leader engagement, and voice/pictorial messaging at public gatherings boosted vaccine knowledge and trust.



Pakistan (2023-2024)

Mothers and lady health workers led efforts to overcome vaccine hesitancy.



Somalia (2024-2025)

Community health volunteers educated nomadic communities and facilitated dialogue in four districts.



Sudan (2025)

RCCE plan to build vaccine confidence using IEC materials and mobile cinema outreach.



Yemen (2022-2024)

Trained volunteers led awareness sessions in to improve immunization understanding.



RISK COMMUNICATION

DURING EMERGENCIES

EMPHNET has prioritized risk communication as a core element of emergency response to raise awareness, promote protective behaviors, and support the continuity of essential health services in crisis-affected areas.

Country/ies/Areas

Reach and Impact

Egypt, Morocco, Somalia

Community Health Volunteers trained under the **Partnership for Accelerated COVID-19 Testing (PACT)** supported community awareness reaching **203M** populations in **180,000+** households

Gaza

Community volunteers trained under the Community Health Champion Program (ChampNet) reach **2000+** women and children with Health awareness

Iraq

Supported **development of infodemic management guidelines** to address vaccine hesitancy and reach target populations with evidence-based messaging to improve polio and routine immunization uptake.

RCCE DURING COVID-19

Several EMR Countries, including **Libya, Sudan, Jordan, Iraq, Pakistan, Afghanistan, Egypt, and Tunisia.**

Supported risk communication at points of entry during the COVID-19 pandemic by providing training on Risk Communication and Community Engagement (RCCE) and strengthening health promotion efforts.



FOR OCCUPATIONAL HEALTH

Recognizing the importance of clear, timely communication of biological hazards, EMPHNET conducts dedicated sessions to build professionals' skills in assessing and conveying critical risk information. These efforts are supported by broader capacity building in infection prevention and control (IPC) and specialized trainings on various occupational health risks, ensuring health workers are equipped to manage and communicate risks effectively in high-risk environments.

Delivering biorisk communication sessions in laboratory settings

Offering courses on occupational health risk communication

Supporting development of risk protocols and messaging strategies

Integrating risk communication in broader capacity building efforts

Key Actions in Occupational Risk Communication





INTERPERSONAL COMMUNICATION

EMPHNET empowers frontline health workers with interpersonal communication skills to strengthen their engagement with communities, enabling them to listen actively, address concerns with empathy, and deliver accurate health information, especially around immunization and vaccine hesitancy.

What We Did

IPC Training Conducted

Built health workers' skills to effectively communicate with caregivers and address vaccine concerns.

Home Visit Manuals Developed

Provided clear, practical guides for community health workers to support consistent, effective messaging during home visits.

IEC Materials Developed

Distributed brochures and leaflets with essential information on immunization benefits, schedules, and safety.

Health Awareness Sessions Conducted

Held interactive community sessions to dispel myths, answer questions, and encourage positive health practices.

Countries targeted:
Afghanistan, Egypt, Iraq, Somalia, Sudan, and Yemen





MASS COMMUNICATION

SOCIAL MEDIA

EMPHNET's social media platforms contribute to health promotion by disseminating timely, evidence-informed content that supports awareness, behavioral change, and public engagement on priority health issues across the region. In parallel, they serve as dynamic instruments for strengthening regional and global connections, fostering collaboration, and amplifying the voices and efforts of public health partners through sustained digital visibility.

Aspect	Details
 Role in Health Promotion	Provides timely, accessible information on public health initiatives and updates.
 Audience Demographics and Reach	Composed of public health professionals, field epidemiologists, and institutional stakeholders across the Eastern Mediterranean Region, with a growing global reach
 Platforms Used	Meta, LinkedIn, X (formerly Twitter)
 Topics Covered	Infectious diseases, NCDs, maternal and child health, immunization, workforce development, health education, emergency management

TV, PRESS, AND RADIO

During the pandemic, EMPHNET intensified its efforts to prevent and combat the COVID-19 infodemic across the region and beyond, leveraging the expertise of its team across various media platforms.



Appearing in more than 75 TV Interviews and 120 Press Material

Topics

Virus Symptoms

Mental Health

Easing Lockdown Measures

Social Stigma

Domestic Violence

Virus Symptoms

Safety Measures



HEALTH LITERACY

EMPHNET has long prioritized initiatives that empower individuals and communities with accurate, culturally relevant, and accessible health information. Working closely with ministries, UN agencies, and civil society, EMPHNET has supported a range of campaigns efforts that span topics from cervical cancer to tobacco control, school health, and salt intake reduction.

Jordan

2022–2024

Focus Area

Cervical Cancer Awareness

Key Stakeholders Engaged

MSD Merck, MoH, NGOs, CSOs, Media, Medical Students

Outreach Summary

70+ stakeholders; campaign engaged 1000 students and reached **5000+** via social media

Egypt, Iraq, Jordan, Palestine

2020–2023

Focus Area

Tobacco and COVID-19 Risk Communication

Key Stakeholders Engaged

CDC, Vital Strategies, MoHs, NGOs, Academia

Outreach Summary

Regional campaign with tailored mass media risk messages and cessation advocacy

Bangladesh

2022–2023

Focus Area

Anthrax Awareness within a One Health Initiative

Key Stakeholders Engaged

Local Health Authorities, Communities

Outreach Summary

20 campaigns conducted, reaching **760** individuals in targeted districts

Jordan

2016–2017

Focus Area

School Health for Syrian Refugees

Key Stakeholders Engaged

UNICEF, MoH, MoE, NGOs, CBOs, Makani Centers

Outreach Summary

Health messages reached **~12,500** students in schools and informal education centers

Jordan

2021

Focus Area

Salt Intake Reduction

Key Stakeholders Engaged

MoH, Schools, Refugee Communities

Outreach Summary

KAP-guided intervention; **4000** posters distributed; school-based activities in 5 governorates