



**Terms of Reference for the  
WMA Advocacy and Communications Workgroup  
According to WMA Strategic Plan 2020-2025**

These terms of Reference were approved by the 217th Council Session, Seoul (online), April 2021

### **Composition**

The advisory workgroup members and its chair shall:

- Be appointed by Council Chair in sync to the WMA Council standing committees;
- Contain 6 to 8 members with relevant experience and knowledge of social media drawn from the WMA membership (NMAs and/or associate) and representing 3 or more WMA regions;
- Report to the Council and in the interim to the Chair of Council and the Secretary General.

### **Scope**

While respecting the autonomous role of the WMA Constituent Members and their regional associations, the advisory workgroup shall actively support the advocacy and campaign work of the WMA in order to

- Enhance the promotion of WMA policies and positions to the Medical Community especially through the Members of the WMA and to relevant external organizations, associations, and institutions;
- Collaborate and support the development and execution of advocacy and communications campaigns to increase the visibility and positive impact of WMA policies and activities.

### **Tasks**

The advisory workgroup shall focus its efforts on the following:

#### **Achieving visibility and building credibility of WMA to:**

- Enlist support for WMA among its constituent members;
- Demonstrate the value of WMA membership to current and potential members;
- Coordinate the advocacy and communications efforts of WMA and its members;
- Identify opportunities for interventions, alliances and partnerships.

#### **Supporting the secretariat proactively:**

- Supporting the WMA Press Consultant and Communications Manager by
  - building networks of press and communications officers of our Constituent Members to foster the distribution of WMA Policy and activities in line with the WMA Strategic Plan;
  - Multiplying (distributing and actively hinting to) WMA outreach at national / regional levels (policy, press releases, social media messages, discussion groups,);
- Develop Social Media Campaigns in support of WMA efforts;
- Preparing articles for the World Medical Journal and other publications as appropriate, advocacy letters and briefings about WMA policy and activities;
- Join and support concerted social media and publication efforts;
- Share with WMA secretariat opportunities for advocacy and outreach activities;
- Report back efforts using WMA Policy or events in the respective regions.

20.03.2020