



WHO

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**BY:-MRS.RINKI KUMARI
DEPTT.OF EDUCATION
MMHA&PU,PATNA**

INTRODUCTION

- World Health Organization is established on 7th April 1948.
- It is a specialized, non-political, health agency of United Nation with headquarter of Geneva, Switzerland.
- It is responsible for providing leadership on global health matters.
- Every year 7th April, is celebrated as “World Health Day”





VISION

"The attainment by all people the highest level of health"



MISSION

"To lead strategic collaborative efforts among Member States and other partners to promote equity in health, to combat disease, and to improve the quality of, and lengthen, the lives of the all peoples of the world"



WHO'S WORK

- Prevention and control of specific diseases
- Development of comprehensive health services
- Family health
- Environmental health
- Health statistics
- Bio-medical research
- Health literature and information
- Cooperation with other organizations



www.who.int

HEALTH ACCORDING TO WHO

“Health is a state of complete physical, mental and social well-being, and not merely the absence of disease or infirmity”



WHO's LOGO

WHO's logo was chosen by the first World Health Assembly in 1948. The logo consists of the United Nations symbol surmounted by a staff with a snake coiling round it. The staff with the snake has long been a symbol of medicine and the medical profession.



<http://www.who.int/about/licensing/emblem/en/>

WHO PROGRAMME LOGOS

In addition to the main logo which represents WHO as an organization, some WHO programmes and projects have their own logos which they use to identify their activities.



COMPARATIVE ADVANTAGES

- Neutral Organization to all member state.
- Nearly universal membership.
- Global presence and Networking.
- No parallel Organization in tackling diseases.
- Large no. of Expertise in all health issues.
- Strong coordination and convincing ability.
- Strong fund collecting ability
- Global cooperation, collaboration and investment

