

## **Best Practice for Working Group Communications & Outreach**

### ***WG on AI & Health as Example***

As discussed with the Taskforce 2.0 Steering Committee, an increase in Commissioner advocacy and networking to expand the use of Broadband Commission publications is essential. As part of the Working Group process, each group is required to create and implement a communications plan upon the completion of their major output or publication. We are highlighting the work done by the Working Group on AI & Health as an example of “best practices” for Working Group communications and continued outreach. We hope that this example can provide both inspiration as well as a template for organization of future communications.

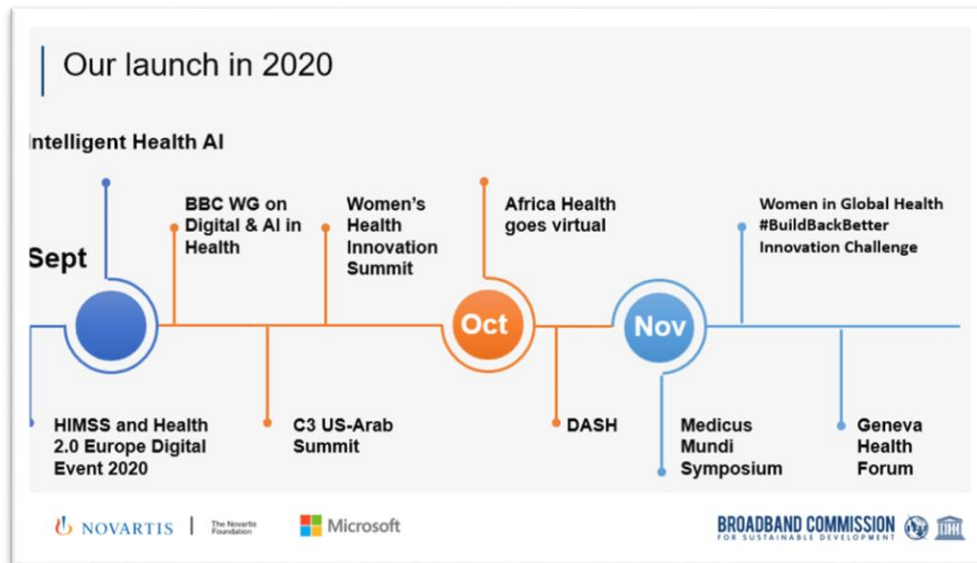
Best Practice for Communications and Advocacy Plans should include:

- **Internal Presentations** to be shared with the Secretariat and fellow Commissioners, this should include an advocacy plan for the Commission. Best practices illustrated by the WG on AI & Health include tracking of interest by media, and a detailed plan for the year ahead.
- **Dissemination Kits** should be created in anticipation of the publication of the WG report. These should include an array of content to be shared by both the WG members and the Commission, for ease of sharing, pre-written copy for Social Media posts will increase the likelihood Commissioners are able to help promote. Additional best practices seen by the WG on AI & Health include high quality videos and a master deck of report findings for events.
- **Commissioner Engagement** is key. Participation on the part of WG members is crucial to expand the use of the publication. Best practices by the WG on AI and Health have been seen through their social media channels, posting about once a week with reference to the report since its publication, as well as referring to the report during their participation in external events.

### **Internal Presentation Example:**

The Working Group on AI & Health developed and presented a timeline in which they planned continue to distribute and promote their publication throughout the year. By outlining advocacy events in advance, the Secretariat and its Commissioners can incorporate this into their advocacy calendar for the year and make sure to share successes and promote posts by the Working Group.

Participating in relevant events in which WG members can reference the reports of the group will increase visibility of the Commission and bring the findings of the reports to the global conversation. Make sure to share your participation in these events with the Secretariat so that we can promote accordingly.



In addition, they tracked the interest from media.



- Article in Vanguard
- On Novartis Foundation website
- Additional supporting articles & op-eds to support the report:
  - <https://www.devex.com/news/sponsored/opinion-digital-tool-to-help-countries-leapfrog-via-ai-driven-health-solutions-100151>
  - <https://pubmed.ncbi.nlm.nih.gov/33866232/>

### Dissemination Kit:

**Dissemination Kits should be delivered to the Secretariat and Working Group members at least two weeks in advance of the publication of the report.**

The Working Group on AI & Health developed a Dissemination Kit with a high-level summary of the work of the group, a series of infographics, social media posts, videos and a comprehensive plan of how they will be sharing the information. This format included advocacy examples for the Working Group, Secretariat and Commissioners, which can be used as a framework for future Working Groups. This kit was developed by the Working Group chairs and delivered to the Group members and Secretariat for additional cross-promotion.

The Secretariat develops an annual advocacy calendar to promote all events and reports of the Commission, in addition to supporting outside work of ITU and Commissioner work and organizations. The more advanced information and communications materials from the Working Group Chairs we have from Working Groups, the larger impact we can have through our communications channels to amplify these products.

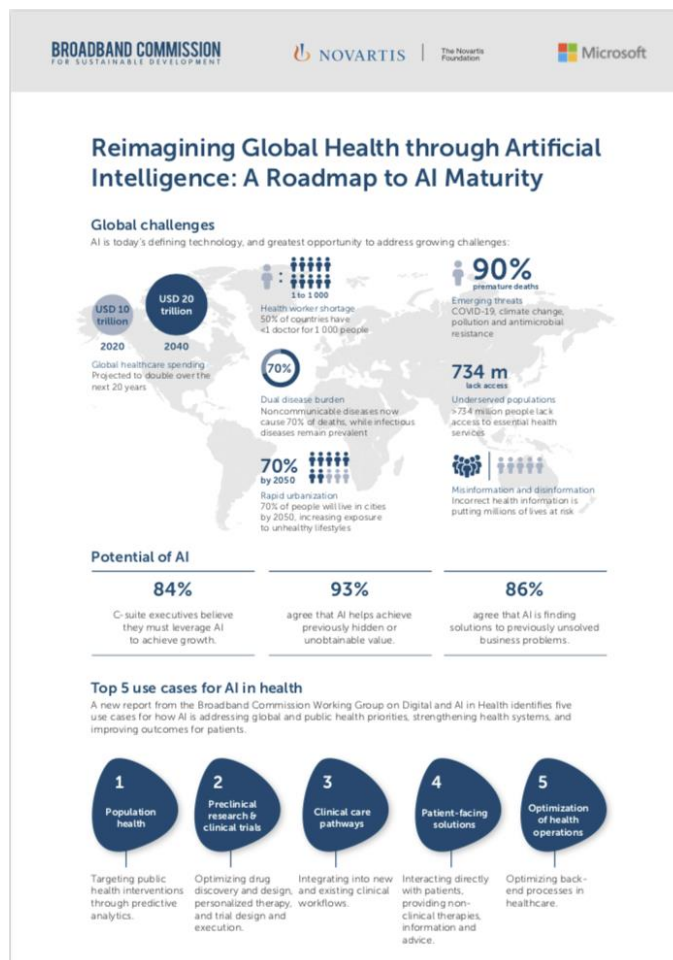
**Example ToC:**

<h2>Contents</h2> <ul style="list-style-type: none"><li>• Slide 4: Executive summary</li><li>• Slide 5: Report and infographic</li><li>• Slide 7: Master deck</li><li>• Slide 9: Videos</li><li>• Slide 13: Content for Twitter, LinkedIn and Facebook</li><li>• Slide 25: Novartis Foundation social media plan for launch week</li></ul>	
	<p><b>BROADBAND COMMISSION</b> FOR SUSTAINABLE DEVELOPMENT  </p>

## Posts for Twitter, LinkedIn and Facebook

- The third report from the @UNBBCom Working Group on Digital and AI in Health is out. Explore the actionable roadmap for reaching AI maturity in health systems #AlinHealth #ICT4SDG @NovartisFDN @Microsoft [https://www.broadbandcommission.org/Documents/working-groups/AlinHealth\\_Report.pdf](https://www.broadbandcommission.org/Documents/working-groups/AlinHealth_Report.pdf)
- AI in health can save lives, strengthen health systems, and improve efficiencies and patient participation, especially in low- and middle-income countries. #AlinHealth #ICT4SDGs @NovartisFDN @Microsoft @UNBBCom [https://www.broadbandcommission.org/Documents/working-groups/AlinHealth\\_Report.pdf](https://www.broadbandcommission.org/Documents/working-groups/AlinHealth_Report.pdf)
- Learn how to reach #AI maturity in health systems by exploring the third report from the @UNBBCom Working Group on Digital and AI in Health - co-chaired by @NovartisFDN and @Microsoft #AlinHealth #ICT4SDGs [https://www.broadbandcommission.org/Documents/working-groups/AlinHealth\\_Report.pdf](https://www.broadbandcommission.org/Documents/working-groups/AlinHealth_Report.pdf)

Sample Infographic:



**Engagement from Commissioners:**

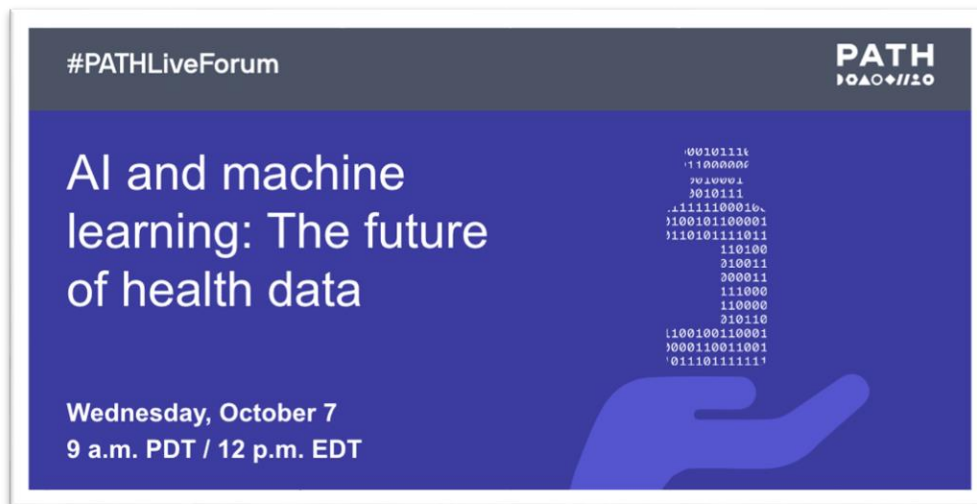
Chairs of the Working Group remain active in their promotion of the WG publication and findings, sharing via Social Media Channels months after the groups official publication date by tagging the report as well as the Broadband Commission (@UNBBCOM) in their posts and referring to it in events they participate in. This practice has significantly increased the visibility of the report and the Commission.

We are tracking this purely through social media tags and direct contact from Commissioners. Please be sure to tag the Commission and #ICT4SDG so that we can follow your engagement.

**External Events (Examples):**

- The publication was launched on September 9-10 during Intelligent Health AI summit hosted by chair of the WG Ann Aerts of Novartis
- Harvard event
- G20 session
- PATH Live Forum

- Data Science and AI Summits for Health (DASH) virtual event series



### Traction on Social Media (Examples):

#### LinkedIn:

Promoting these events & the participation of fellow Commissioners:

**Ann Aerts** • 2nd  
Head of the Novartis Foundation  
3d • 🗨️

Promises to be a truly great discussion with Bocar Ba, my fellow Commissioner, [Marelize Gorgens Prestidge Sarah Des Rosiers](#) and [Cole Sirucek](#) ! [Broadband Commission for Sustainable Development](#) #aiinhealth

**Carissa Novak, MSc** • 3rd+  
Program Manager at Harvard Global Health Institute  
4d • Edited • 🗨️

Join us next Thursday, November 12th at 9AM EST for the 2nd webinar in our 4-part Data Science and AI Summits for Health (DASH) virtual event series.

'Sustainable Business Models for AI in Health'

Learn more about our esteemed panel and register here:  
[bit.ly/dashwebai](https://bit.ly/dashwebai)

**Prashant Shah** • 2nd  
Global Head of Artificial Intelligence, Health & Life Sciences | AI advisor t...  
1w • Edited • 🗨️

What are the steps required for nations to embark on a journey toward AI maturity in healthcare?

"Reimagining Global Health through Artificial Intelligence" developed by the [United Nations Broadband Commission for Sustainable Development](#) lays out a roadmap on how to make AI in health work for patients and health systems, including in low and medium income settings.

I had the pleasure providing my 2 cents to a stellar team convened by [Felix C. Ohnmacht, Ph.D.](#), [Novartis Foundation](#) and [Microsoft](#). Among other topics, we discuss data policy and how technologies like Federated Learning can spur AI while preserving privacy. I highly recommend reading the exec summary and the report linked in our blog below.

<https://lnkd.in/gnqU68h>  
[#aiforall](#) [#healthcare](#) [#aihealthcare](#) [#aipolicy](#)

Linking the findings of the WG report to other relevant conversations:

**Ann Aerts** • 2nd  
Head of the Novartis Foundation  
5d • 🗨️

Expect? Most of those [#AI](#) in Health use cases are already making tremendous impact on people's health! Check out the landscape analysis of 300+ AI solutions, ranging from population health, R&D, clinical care, patient facing solutions and health system optimization in 'The roadmap towards AI maturity in health', the latest report of the [Broadband Commission for Sustainable Development](#) working group on health, chaired by [Novartis Foundation](#) and [Microsoft](#). Landscape learnings were then translated in a roadmap for countries to advance in their readiness to deploy in AI in their health systems. [Alexandros Giannakis](#) [Accenture](#) [Lucy Setian](#)

**Bertalan Meskó, MD, PhD** • 3rd+  
Director of The Medical Futurist Institute (Keynote Speaker, Author & Futurist)  
1w • 🗨️

Let's take a look behind the hype: what can we really expect from A.I. in healthcare?

With all the exaggerations and fearful misconceptions out there, I'm eager to provide a clear picture for medical professionals and patients alike.

Check out the first part of our series, describing 7 things we can definitely expect from A.I. in medicine.

[#themedicalfuturist](#) [#digitalhealth](#) [#healthcare](#) [#medicine](#) [#technology](#) [#AI](#) [#artificialintelligence](#)

**David P. Ryan** • 3rd+  
On a mission to use technology to make healthcare personal, and accessi...  
1w • Edited • 🗨️

A rare, cogent framework for a national strategy on AI in Healthcare. Congrats [Prashant Shah](#) and to all of the authors of the [United Nations Broadband Commission for Sustainable Development](#).

[#ai](#) [#healthcare](#) [#artificialintelligence](#)

<https://lnkd.in/gYw7NH>

**Prashant Shah** • 2nd  
Global Head of Artificial Intelligence, Health & Life Sciences | AI advisor to NI...  
1w • Edited • 🗨️

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**Ann Aerts** • 2nd  
Head of the Novartis Foundation  
1mo • 🗨️

Curious about the future of [#AI](#) and [#digitalhealth](#), and how we can ensure that these technologies move us toward health equity, and not away from it? Then tune into tomorrow's [PATH](#) webinar at 18:00 CET, where we'll be addressing such questions. Excited to be talking alongside [Geraldyn Miller](#), [Nanjira Sambuli](#), [Hallie J. Goertz, MPA](#) and [Jeff Bernson](#). Register through the link below!

[Broadband Commission for Sustainable Development, Microsoft & Accenture](#)

**PATH**  
79,986 followers  
1mo • 🗨️

Artificial intelligence has promising potential for health innovation, but the risks could easily outweigh the rewards. How can we ensure that frontier technologies move us toward health equity and not away from it?

Support from other organizations:

**macro-eyes**  
719 followers  
1w • Edited •

"By boosting our capabilities to deliver optimal health and care for all, AI can help respond to the most pressing global health challenges. And now more than anything, governments must make AI integration into their health systems a national priority." ~Ann Aerts, Head of [Novartis Foundation](#)~

In this insightful report produced by [The Global Governance Project](#) in collaboration with the [World Health Organization](#), [Ann](#) shares the [Broadband Commission for Sustainable Development](#) recommendations for how we should deploy [AI](#) in health systems to prevent the worst outcomes (pages 112-113).

The report is a must-read.

[#ainhealth](#) [#ICT4SDGs](#)

<https://bit.ly/34AORhR>

**EVOCAL Health**  
72 followers  
1mo •

"To combat today's growing health challenges, we need to systematically integrate AI-enabled tools into the way healthcare is delivered and expand access for all." AI offers the potential to transform health systems from being reactive to proactive, predictive, and even preventive.

Learn more about the roadmap to AI maturity in health and why investing in AI and data is critical in the recently published [Broadband Commission for Sustainable Development](#) report, co-chaired by [Novartis Foundation](#), [Microsoft](#) & [Accenture](#).

[#artificialintelligence](#) [#LifeScience](#) [#Longevity](#) [#DigitalHealth](#)  
[#VocalBiomarkers](#) [#EVOCALHealth](#)

## Sharing through your organizations network:

**Novartis Foundation**  
8,728 followers  
2w •

The findings of the recently published [Broadband Commission for Sustainable Development](#) report were included in "Health: A Political Choice – Act Now, Together". If you want to learn more about the report, or many other interesting topics, take a read!

 **Ann Aerts** • 2nd  
Head of the Novartis Foundation  
2w •

The [#COVID19](#) crisis has shown that worldwide, our health systems were not structured to respond to major crises and address patient needs. Now it's time for bold moves.

## Twitter (a few examples):

**HarvardGlobalHealthInstitute** @HarvardGH · Nov 7

How can we be sure digital health and AI tools will reach those most in need and improve health outcomes well beyond the pandemic? Join us at 9AM on November 12th for our latest webinar, in partnership with the Novartis Foundation.



**Sustainable Business Models for AI in Health**

NOVEMBER 12 | 9AM EST

**DASH** **HARVARD** **NOVARTIS**

**Sarah Des Rosiers**  
Stakeholder Engagement Lead,  
Novartis Foundation

**Cole Sirucek**  
Founder & CEO,  
DocDoe

**Marelize Gorgens**  
Senior Specialist,  
World Bank

**Bocar Ba**  
CEO,  
SAMENA Council

DASH Webinar: Sustainable Business Models for AI in Health - Harvar...  
REGISTER HERE Digital health and AI tools have skyrocketed since the start of the COVID-19 pandemic. The potential is enormous – yet the...  
globalhealth.harvard.edu

**Ann Aerts** @AnnAertsNF · Oct 23

Have a look at this truly cool new read about the bold moves we must make to respond to #COVID19 and other health crises. On pages 112-113, I shared how we should deploy #AI in health systems to prevent the worst outcomes. @UNBBCom

**The Global Governance Project** @GloGovProj · Oct 23

Ahead of this years #WHS2020 which opens virtually on Sunday, we are delighted that @WorldHealthSmt is partnering with us to help launch #Health: a Political Choice - Act Now, Together.

Produced in partnership with @WHO, read your copy for free here: [bit.ly/HAPC2020](http://bit.ly/HAPC2020)

1 3 7

**Ann Aerts** @AnnAertsNF · Oct 23

Thank you to the team at the @GloGovProj for including us amongst such an esteemed list of authors!

1 2

**Medicus Mundi** @Network\_MMS · Nov 4

The #AIinHealth report of the Broadband Commission @UNBBCom has identified six important areas for #AI maturity in health. To realize the full potential of #AI in health countries must support these areas states Lucy Setian @lucysetian @NovartisFDN #DigitalHealth



Six areas for AI maturity in health

People in workforce

Data in technology

Governance in regulatory

Design in processes

AI maturity in health

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