

WHO's draft thirteenth general programme of work: 2019–2023

Mission

Promote health – keep the world safe – serve the vulnerable

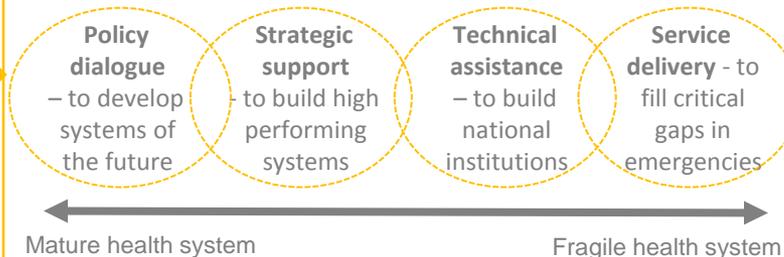
Strategic priorities

Health coverage – 1 billion more people with health coverage
Health emergencies – 1 billion more people made safer
Health priorities – 1 billion lives improved

Strategic shifts

Step up global leadership – diplomacy and advocacy; gender, equity and rights; multisectoral action; finance

Drive impact in every country – differentiated approach based on capacity and vulnerability



Focus global public goods on impact – normative guidance and agreements, data, innovation

Organizational shifts

- **Measure impact** to be accountable and manage for results
- **Reshape operating model** to drive country, regional and global impacts
- **Transform partnerships, communications and financing** to resource the strategic priorities
- **Build critical processes and tools** to optimize organizational performance
- **Foster culture change** to ensure a seamless, high-performing WHO