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# Communication in Health Diplomacy

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## ABSTRACT

Health is increasingly becoming a critical element in countries' trade agreements, development strategies, security, and foreign policy. It is recognised that threats to health can jeopardise the security and stability of a country. For centuries, countries have taken action to stop diseases at the border through quarantine measures, recognising the central importance of health security to national security. As diseases cross borders and are similar to each other, these health challenges can only be solved through global negotiations and agreements. Global health diplomacy is a governance process involving governments, non-governmental organisations, international organisations, and multinational corporations for a healthy world. Successful global health diplomacy is based on political and diplomatic experience and practice, which must be combined with public health knowledge and evidence-based medicine. Rapidly spreading epidemics, wars, refugee problems, and development goals have made the integration of health into foreign policy imperative. Communication is important to develop an effective exchange of information and understanding between different actors in order to find solutions to global health-related problems and increase cooperation. It helps decision-makers better understand health issues, develop evidence-based policies and increase coordination at the global level. Especially in epidemics or emergencies, accurate communication supports rapid response processes. In health diplomacy, communication is not only a tool for inter-state negotiations, but also for raising awareness

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of the public and relevant actors on global health issues. Accurate and effective communication of any work to both internal and external public opinion is at least as important as the work being done, and successful health diplomacy depends on successful communication, and successful communication depends on accurate information sharing. Transparent and reliable communication raises public awareness and increases public support for health diplomacy initiatives. Communication also plays a critical role in overcoming language and social barriers in different cultures. Communication skills prevent intercultural misunderstandings and contribute to the development of more inclusive and sustainable solutions to the needs of different societies. In this context, a correct and effective dialogue culture builds trust and strengthens cooperation in diplomatic negotiations. As a result, communication in health diplomacy helps to achieve health goals at national and international level by facilitating actors to interact with each other. In this study, the actors, activities, implementation forms and tools of health diplomacy, which is an increasingly popular foreign policy tool, will be discussed and the importance of communication in health diplomacy will be emphasised.

**Keywords:** Health Diplomacy, Global Health Diplomacy, Communication

## INTRODUCTION

Diplomacy is defined as the skill and practice of conducting negotiations. International relations are usually conducted through the intervention of professional diplomats in matters such as war, peace and trade. In recent years, there has been an increase in the number of international agreements on environmental and health issues, and it is now recognised that these issues have important consequences on national economies. Diplomacy, which started with economy and trade in the 1950s, focused on environmental issues in the 1980s and health issues in the 21st century (Kickbusch et al., 2007).

Diplomacy plays a vital role in health. Health is increasingly becoming a critical element in countries' trade agreements, development strategies, security and foreign policy. Today's growing health challenges require not only technical equipment but also political negotiations, solutions and diverse actors (WHO, 2022a). The term global health diplomacy aims to encompass the multi-stage and multidisciplinary processes of agreement that shape and gov-

ern global policy in the field of health. Global health diplomacy is carried out through international agreements and conventions by institutions and organisations such as the United Nations General Assembly, the World Health Assembly, international non-governmental organisations and the Human Rights Council (Kickbusch et al., 2007; WHO, 2022a).

Global health security is an integral part of foreign policy to protect and promote health worldwide. Coordination of health and foreign policy has significant health benefits. Global public health is shown to be intertwined with issues such as communication, economy, social justice, sustainable development, foreign relations and social development goals in the Millennium Development Goals. As an objective of foreign policy, health is recognised as a factor that contributes significantly to poverty alleviation, development, social justice, human rights and peace.

Health diplomacy is a field that combines foreign affairs with medicine and law, with a focus on negotiations that affect the global health-related policy environment. Successful health diplomacy is based on political and diplomatic experience and practice, which must be combined with public health knowledge and evidence-based medicine. The basic principle of health diplomacy is based on the concept of bringing nations together in diplomatic missions to counter public health threats that all countries should prepare for (Karacic et al., 2021). Health diplomacy addresses health at both social and economic levels. It also deals with health problems individually or collectively. Thus, it has an important role in supporting sustainable development. Health diplomacy supports countries in addressing issues of concern such as access to health security, health promotion, disease control, access to medicines and technologies, food security, water and the post-2015 agenda, and in protecting common interests (WHO, 2022a).

### **Foreign Policy and Health**

Health is one of the most important but widely neglected long-term foreign policy issues of our time. Investments in health are fundamental to economic progress and empowerment. Threats to health are known to jeopardise a country's security and stability. For centuries, countries have taken action to stop disease at the border through quarantine measures and have recognised the

central importance of health security to national security. Today, it is beginning to be recognised that health security is more than a national concern. It is a global issue affecting not only countries, but also national industry and international business, demonstrating the growing interconnectedness between domestic and foreign policy. A stronger strategic focus on health is needed on the international agenda. Since diseases cross borders and are similar to each other, the solution to these health problems can only be realised through global negotiations and agreements (Kahraman, 2019; WHO, 2022b).

Diplomacy should not be used to serve interests that are detrimental to health, nor should health be used as a political tool at the expense of people's lives. But health can be a bridge to peace, bringing significant benefits to crisis situations, diffusing tensions and helping to create positive environments for political dialogue.

Global health requires a governance process involving states, non-governmental organisations, international organisations and multinational companies. Therefore, health has become not only a technical issue but also a political one. It is crucial that foreign policy is well informed about the growing threat to global health security and expected risks, such as disease outbreaks and antimicrobial resistance. Foreign policy, together with other sectors and ministries, should increase its role in advocating for and adopting an all-hazards approach to health security (Kahraman, 2019; WHO, 2022b).

Pibulsonggram et al. 2007, the Oslo Declaration, as part of the Global Health and Foreign Policy initiative, emphasised the need to ensure global health security, prepare for health crises and build strong cooperation among countries.

Many global health issues such as pandemic influenza, severe acute respiratory syndrome (SARS) and HIV/AIDS are seen as threats to foreign policy interests and national security. This has contributed to the intersection of global health, diplomacy and foreign policy (Michaud & Kates, 2013). Today, states attach importance to health issues while determining their foreign policies. Developments in recent years have made this process compulsory and in this context, the phenomenon of global health diplomacy has emerged (Çamyamaç, 2020). In the twenty-first century, the need for coordinated global health action among countries has increased and the importance of global health diplomacy has become evident in foreign policy circles (Brown et al., 2014).

## **Global Health Diplomacy**

### **Definition and History**

Health diplomacy and global health diplomacy are defined by Lee and Smith (2011) as ‘the chosen method of interaction between public health and policy stakeholders for the purpose of representation, co-operation, conflict resolution, improving health systems and securing the right to health for vulnerable populations’; Fidler (2013); ‘countries, intergovernmental organisations and non-state actors consult on responses to health problems through policy shaping processes or use notions or operations of health in policy shaping and negotiation strategies to achieve their political, economic and social goals.’; Michaud and Kates (2013); ‘refers to international diplomatic activities that address issues of global health importance and are concerned with how and why these issues are linked to foreign policy’; Ruckert et al. (2016); ‘an emerging concept to describe the practices of states and non-state actors seeking to coordinate efforts to improve global health’; Birn et al. (2017) as ‘the interplay between health and foreign policy concerns (such as “health security”), involving both multilateral and bilateral decision-making on health and negotiations and co-operation between state and non-state actors’(2017).

The historical foundations of global health date back to a series of international health conferences held in Paris in 1851 to prevent the spread of infectious diseases such as plague, cholera, and yellow fever. The first humanitarian health organisation, the International Committee of the Red Cross (ICRC), was established in 1863 and international health conventions began to be adopted in 1892 (Maglen, 2003; Ata, 2021).

Health diplomacy plays a central role at the regional and national level as well as at the global level. As globalisation processes expand, it becomes imperative for countries to manage a two-way process. As the interdependence of countries and the number of international agreements increase, the impact on national policy making also increases. All these national health policies have an important global dimension. Global health diplomacy focuses on common health problems that require the cooperation of many countries (Kickbusch et al., 2007; WHO, 2022a).

### **Global Health Diplomacy Activities**

- ▶ International bilateral and multilateral official negotiations
  - Traditional negotiations on formal bilateral health assistance between donor and recipient countries at the World Health Assembly
  - Agreements around the World Health Organisation's Framework Convention on Tobacco Control
  - Partnership Framework agreements between the United States and partner countries on HIV/AIDS and the Emergency Plan for AIDS Relief
- ▶ Multi-stakeholder diplomacy involving non-state actors and countries
  - Global Fund to Fight AIDS, Tuberculosis, Malaria and the GAVI alliance (Global Alliance for Vaccines and Immunisation)
  - 2012 London Family Planning Summit
- ▶ Interactions between health actors operating in one country and another
  - US Agency for International Development staff advocating for the inclusion of family planning services in the national health insurance programme in Ghana
  - A call by the US Ambassador for Malawi to provide more funding in its national budget for child survival programmes (Michaud and Kates, 2013).

The cross-border economic and security implications of developments in areas such as human health and the environment have made it clear that these problems can no longer be solved at the national level. In this context, new types of international agreements, instruments and organisations such as the Global Fund to Fight AIDS, Tuberculosis and Malaria (2002), International Health Regulations (2005), Paris Agreement on Climate Change (2015), COVAX Facility for the equitable distribution of COVID-19 vaccines (2020) (Kickbusch et al., 2021).

Global health diplomacy is a political activity that strengthens relations between states while meeting mutual objectives to improve health (Brown, 2016). Global health diplomacy is a critical tool in foreign relations. The use of global health by countries and non-state actors to achieve hidden foreign policy objectives is part of health diplomacy (Feldbaum & Michaud, 2010; Jones, 2010).

The goal of global health diplomacy is to achieve scientifically credible and politically achievable agreements. Successful global health diplomacy is based on political and diplomatic experience and practice, which must be combined

with public health knowledge and evidence (Kickbusch et al., 2021).

The increase in transportation and the development of communication technologies, which is one of the results of globalisation, have led to the similarity of people's lifestyles, consumption habits and health problems. With globalisation, health problems also cross borders. It is imperative for countries to work together and communicate in order to prevent and control the spread of diseases. Initially, International Health Conferences were organised to prevent disruption of trade. In later years, the World Health Organization (WHO), a global health organisation, was established for this purpose (Kahraman, 2019).

Over the last two decades, many situations have contributed to the advancement of global health diplomacy, including increased global funding to fight HIV/AIDS, the threat of emerging infectious diseases, and the need for pandemic preparedness (Brown et al., 2014). The COVID-19 pandemic has demonstrated the vital importance of global solidarity against common public health threats, and WHO has played a central role in supporting countries to respond in a coordinated manner and bringing together many actors to jointly address the global impact of the pandemic (Kickbusch et al., 2021).

In 2011, Katz et al. categorised health diplomacy into three categories: 'core', 'multi-stakeholder' and 'informal'. Each category of global health diplomacy practice involves different tools and actors:

- Basic health diplomacy utilises bilateral and multilateral agreements between government and state actors,
- Multi-stakeholder diplomacy uses partnerships between government agencies and multilateral organisations,
- Informal health diplomacy uses agreements with donor, academic and humanitarian organisations (Brown et al., 2014).

A health attaché is defined as a diplomat who collects, analyses and acts on health-related information about foreign countries, ensuring important and sensitive relationships between public health and foreign policy stakeholders. The health attaché, appointed by a country's ministry of health or foreign affairs according to the procedures set out in the Vienna Convention on Diplomatic Relations in 1961, presents the diplomatic title and the duty to represent the interests of his or her government on behalf of his or her government. Therefore, a health attaché should be able to practise global health diplomacy

and conduct relevant policy negotiations on behalf of his or her government. Negotiations may cover relevant sectors such as trade, security and human rights. The core competencies of a health attaché should therefore include in-depth technical knowledge of public health issues, as well as broad-based general knowledge, sound judgement and strong interpersonal communication skills. A core practitioner of global health diplomacy should have technical skills in understanding global health risks as well as skills in traditional diplomatic areas such as political, economic, commercial, public relations and military diplomacy. Global health policy implementation requires balancing these elements across multiple stakeholders to mutually address foreign policy and global health objectives (Brown et al., 2014).

Diplomats need to interact with other diplomats as well as with scientists, media, the private sector, civil society organisations and activists. These actors are part of the negotiation process (Kickbusch et al., 2007). Health threats with a high degree of national security impact, such as pathogenic avian influenza, the spread of the Ebola virus, the ongoing scourge of HIV/AIDS, and challenges to the security of the global drug supply are urgent international public health challenges. There is a growing need for diplomats with an understanding of health issues who can effectively negotiate these issues in the international foreign policy arena (Brown et al., 2014).

While much of the focus of global health diplomacy is on carefully planned engagements between actors with common interests and goals, some global health diplomacy activities are undertaken to address unexpected problems that arise. For example, when many politicians and community groups in northern Nigeria stopped supporting polio vaccination in 2003, the US State Department, the CDC, the UN, the WHO, the Organisation of Islamic Cooperation, the UN, the WHO and the Organisation of Islamic Cooperation joined together in an international diplomacy effort to restart vaccination. As can be seen, non-state actors (private companies, foundations and charities, NGOs and civil society groups) can play an important role in global health diplomacy (Michaud & Kates, 2013).



## Communication

Health Diplomacy is a method of interaction chosen for securing the right to health in vulnerable societies, improving health systems, cooperation between stakeholders dealing with public health and politics, and resolving disputes. It is the interface between international health and political relations and brings together various disciplines such as public health, international relations, management, law, economics, trade policy (Radha, 2021). One of the cornerstones of health diplomacy is communication. Effective communication is vital in ensuring coordination and co-operation between countries on health issues (Chattu, 2022; Javed & Chattu, 2020). Since infectious diseases can spread across continents, epidemics have been fought throughout history. For centuries, countries have taken actions to stop diseases at the border through quarantine measures and have recognised the central importance of health security for national security. These experiences have led to the emergence of new forms of communication and governance alongside scientific developments in the field of health (Kahraman, 2019). For example, during the COVID-19 pandemic, communication has become critical in the distribution of vaccines and sharing of health information between countries.

Under the umbrella of WHO, agreements on global health problems are made with the participation of countries, non-governmental organisations, international organisations and multinational companies. In these negotiations, communication activities such as advocacy are carried out by NGOs and international organisations (Kahraman, 2019). At this point, effective communication in health diplomacy can be a common catalyst for many initiatives by helping to overcome barriers. Thus, it contributes to the development of more inclusive and sustainable solutions to the needs of different societies, coordinating and cooperating countries (WHO, 2022b).

The importance of communication in health diplomacy has been understood once again with the COVID-19 pandemic. The similar measures taken by countries against the pandemic are important in terms of following the same course and reducing the spread of the epidemic. In our country, very important studies have been carried out to ensure international communication and coordination. These studies can be summarised as video conferences, books, websites, infographic studies, panels, short films and video content (Özcan

& Tokdemir, 2022). The biggest communication problem at the beginning of the pandemic was the announcement of the absence of human-to-human transmission, which caused a delay in the implementation of protective public health measures and taking the situation seriously. Without guidance from the United Nations, countries took quarantine and social distancing measures on their own, and these protective measures varied between countries. Therefore, it has been very difficult to obtain reliable sources of information. This caused a global mistrust and protest (Karacic et al., 2021).

During the pandemic, Turkey carried out intensive telephone diplomacy to establish global cooperation with the Presidency and participated in three critical international summits via video conferencing on 17-26 March 2020 and 10 April 2020. Within the scope of combating the COVID-19 pandemic, the telephone and video conference calls made at the international level during this process were shared with the public on the website and social media accounts of the Directorate of Communication. In this way, it is aimed to convey accurate and reliable information to the widest audience through all digital platforms as soon as possible. With the active, effective, accurate and functional use of digital platforms, a healthy communication could be ensured during crisis periods such as the national and international COVID-19 pandemic (Öksüz & Görpe, 2021).

Digital platforms enable the rapid spread of current health information, allowing governments and international health organizations to communicate directly with the public. Real-time information sharing about global health crises, pandemics, or key health issues helps raise public awareness. The use of digital technologies, especially during the pandemic, has accelerated communication in health diplomacy and expanded accessibility (Chattu, 2022). Governments, international organizations, civil society groups, and health-care professionals establish a global communication network that accelerates health diplomacy processes. Furthermore, discussions about global health issues can be initiated, and solutions can be shared. Effective use of social media presents health diplomacy actors with great opportunities for information exchange, collaboration, and direct communication with the public, contributing to the achievement of shared global health goals.

Transparent and effective communication on digital platforms is essential for gaining public trust and increasing support for health diplomacy initiatives. It plays a crucial role in correcting misconceptions about health policies and ensuring the public receives accurate information. During health crises, clear communication helps prevent the spread of misinformation and promotes informed decision-making. By leveraging digital technologies, health diplomacy actors can foster engagement, clarify health measures, and strengthen the credibility of their actions, which is vital for public cooperation. This approach not only supports the implementation of health policies but also contributes to achieving global health objectives.

During the 2014 Ebola outbreak in West African countries (Liberia, Sierra Leone, and Guinea), local leaders played a crucial role in educating the public about the transmission of the disease and preventive measures. To combat the spread, changes were made to funeral practices, which are central to many local traditions. Health officials suggested alternative traditional practices to ensure safety, which helped build trust within the community. Effective communication during health crises, as demonstrated in the Ebola response, is critical for managing the crisis and minimizing its impact. Timely delivery of accurate information is a strategic step to gain public trust and ensure coordination between all parties involved (Delamou et al., 2017; WHO, 2024).

Additionally, countries such as China, Cuba, and South Korea actively supported the effort by sending medical supplies and healthcare personnel to the affected areas, highlighting the importance of international cooperation during global health emergencies.

During health crises like pandemics, countries can support each other through health diplomacy. During the COVID-19 pandemic, Turkey strengthened its relationships with African and Middle Eastern countries by sending medical supplies and equipment. Similarly, China built trust by communicating in culturally sensitive ways while sending medical aid and vaccines to various countries. India's "Vaccine Maitri" initiative played a key role in vaccine distribution to developing countries, strengthening its position both nationally and internationally in vaccine supply. These examples highlight the strategic role of communication in health diplomacy, especially during global health crises. They demonstrate how health diplomacy not only provides humanitarian

assistance but also strengthens international relations and political strategies. Health diplomacy plays a crucial role in fostering collaboration and trust between countries, which is vital for effective crisis management and long-term international cooperation (Altili, 2021).

South Africa has played a significant role in regional and global health diplomacy, particularly in tackling health issues prevalent in Sub-Saharan Africa. For example, the country has led regional meetings to address HIV/AIDS, sexually transmitted diseases, and viral hepatitis, ensuring that the experiences and perspectives of these nations are incorporated into global health strategies. South Africa has also been instrumental in reducing the cost of HIV/AIDS and tuberculosis medications by advocating for affordable treatment, making them more accessible. In terms of malaria control, South Africa spearheaded the MOSASWA (Mozambique, South Africa, and Swaziland) Cross-Border Malaria Initiative. This initiative facilitated regional coordination in the fight against malaria, aiming for elimination in the participating countries. Through these efforts, South Africa has demonstrated strong regional health leadership, contributing significantly to global health diplomacy (Mufamadi, 2018).

In health diplomacy, communication is not just about exchanging information, but also about building trust, fostering cross-cultural understanding, and enabling swift and effective responses during health crises. Strong communication skills are essential for health diplomats as they navigate complex global health issues, persuade various stakeholders, and promote cooperation in international health initiatives. This type of communication helps clarify health challenges, facilitates collaboration, and ensures timely and appropriate interventions during emergencies. Effective communication, therefore, is key to the success of health diplomacy, as it strengthens both global relationships and health systems in response to crises (Chattu, 2022).

## **CONCLUSION AND RECOMMENDATIONS**

The principle that “no country is safe until everyone is safe” underscores the interconnected nature of global health and the importance of global solidarity. Health diplomacy, driven by communication and negotiation processes, plays a central role in strengthening this solidarity. To tackle global challenges effectively, a more holistic, inclusive, comprehensive, and coordinated strategy is

needed, particularly since developing and underdeveloped countries are often the most affected by diseases. These countries must leverage health diplomacy in foreign policy to amplify their voices in global discussions and ensure their health needs are addressed on the international stage. By doing so, they can better advocate for solutions and policies that prioritize their health systems and access to resources.

Ensuring safe and prosperous populations is beneficial for every country in the long term, and diplomatic communication plays a crucial role in achieving these goals. For international agreements related to health and foreign policy to be effective, there needs to be greater participation from both foreign policy practitioners and global health advocates. Global health experts should make additional efforts to communicate by clearly explaining the connection between their activities and foreign policy. If global health specialists and foreign policy practitioners work in a more coordinated and mutual understanding, they can help create conditions where all parties benefit from an enhanced profile in global health diplomacy. This kind of collaboration is essential for tackling complex health challenges that require collective action across borders.

In the evolving landscape of global health diplomacy, the integration of social media platforms and digital communication tools has created dynamic, real-time networks that enable quicker and more effective interaction among state and non-state actors. Traditional, bilateral, or multilateral interactions can benefit from the immediacy and wide reach of these platforms. Social media, in particular, facilitates broader discussions on global health issues, encouraging public participation and engagement, making it a powerful tool for advancing health diplomacy. However, the rapid spread of both correct and incorrect information on these platforms presents significant challenges, especially in health diplomacy. Misinformation can undermine public trust in health authorities and decrease adherence to health guidelines. The spread of false information is particularly harmful to vulnerable populations, whose ability to discern credible health information may be limited. This issue highlights the need for robust communication strategies that emphasize the importance of accurate and reliable information in health diplomacy. To overcome these challenges, it is crucial to increase health literacy, promote the responsible use of digital technologies, and implement effective regulatory mecha-

nisms for digital platforms. Additionally, combating misinformation requires community engagement and targeted health campaigns that correct false narratives. Successful health diplomacy hinges on effective communication, which is rooted in the timely and transparent sharing of information, underscoring the importance of collaboration between policymakers, health professionals, and communication experts. Through these combined efforts, the potential of social media in health diplomacy can be harnessed, while mitigating its risks.

Strong collaboration between international organizations and governments can enhance the impact of health interventions by creating a common language for communication. Effective diplomacy can foster this collaboration and enable a coordinated approach to health crises. In this context, establishing binding contracts and agreements is crucial, particularly to prevent the spread of infectious diseases. These agreements can ensure a unified response and strengthen global health security.

Effective and accurate data sharing between countries is crucial for quick responses to global health issues. Encouraging the exchange of health data and research between nations will help develop more effective health policies. Establishing a common health communication network and early warning systems can facilitate the rapid sharing of health data and ensure better coordination in exceptional situations. This approach enhances global health monitoring, enables prompt action, and fosters international collaboration during health emergencies.

In health emergencies such as pandemics or natural disasters, transparent communication plays a critical role in ensuring effective management. Governments and health organizations must prioritize the sharing of accurate, timely information to prevent misinformation, which can undermine public cooperation. Clear communication builds trust, facilitates informed decision-making, and enables communities to take the necessary preventive actions. By avoiding the spread of false information and ensuring that the public receives reliable updates, health crises can be better managed, and the impact on society can be minimized.

In health communication, it is essential to design programs that respect cultural norms, local traditions, and languages to avoid misunderstandings and resistance. By tailoring strategies to fit the cultural context, health initiatives

can be more effective in reaching and educating the population. For example, vaccination campaigns or HIV prevention projects should align with local values and beliefs. Collaborating with community leaders is crucial in building trust and encouraging behavioral changes, ensuring that the target population feels both understood and supported in adopting health recommendations. This approach increases the likelihood of success and improves the long-term impact of public health interventions.

In health diplomacy, it is crucial to consider social determinants such as ethnicity, race, gender, and economic inequality in communication efforts. These factors can significantly impact access to healthcare and the effectiveness of health policies. Especially in low-income and vulnerable communities, developing inclusive health policies is essential to ensure equal access to healthcare services for everyone. By addressing these disparities and creating targeted interventions, health diplomacy can be more effective in improving health outcomes and fostering equity across diverse populations. Moreover, ensuring that health policies are culturally sensitive and accessible to marginalized groups is key to promoting broad public engagement and trust in health initiatives.

Governments can enhance the effectiveness of health programs in low-income regions by collaborating with private sector partners, including pharmaceutical companies, technology firms, and non-governmental organizations. These partnerships can help provide the necessary resources and expertise to expand the reach and impact of health initiatives. By leveraging the capabilities of the private sector, such as innovation in health technology and distribution networks, the scope of health programs can be broadened, making healthcare services more accessible and efficient. These collaborations can also help address challenges related to infrastructure, affordability, and the sustainability of health interventions, ultimately improving the health outcomes of underserved populations.

It is crucial for diplomats to enhance their knowledge and skills in health-related matters. This enables them to engage in more effective negotiations on national health policies and advocate for equitable health policies. For this reason, diplomats should receive training in public health areas such as health rights, health management, and health economics. Such education would

not only improve their ability to negotiate and influence international health agreements but also help promote universal access to healthcare and sustainable health solutions. This training would foster a deeper understanding of the links between health and development, making it easier for diplomats to contribute to global health diplomacy, especially in negotiations regarding health interventions, funding, and policy implementation.

In conclusion, communication plays a critical role in the effective implementation of global health policies and solving health challenges. Effective communication strategies are essential for fostering international collaboration and achieving public health goals. By enhancing communication, countries and health organizations can share vital health information, coordinate responses during crises, and advocate for equitable health policies that benefit all populations. Additionally, fostering partnerships between governments, international organizations, and private sectors can further strengthen these efforts. Building these communication networks ensures that solutions are not only efficient but also inclusive and accessible on a global scale.

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