

World Health Organization (WHO)

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Ali Maow Maalin is not exactly a household name. In 1977, as a hospital cook in Somalia, he caught the last known case of endemic smallpox. The WHO was behind the campaign that rid the world of this disease; it is now focussing its attack on malaria and polio.

The WHO works toward the goal of the highest possible levels of health for all people. It helps launch campaigns to eradicate mass diseases while co-ordinating efforts to control the spread of epidemics. The agency trains health workers at all levels and promotes international medical research. The organization is also co-ordinating the global strategy to control and prevent AIDS.

In May 1981, the 34th World Health Assembly adopted a global strategy in support of "health for all by the year 2000." The goal is that people everywhere should have access to health services that will enable them to lead socially and economically productive lives.

World Intellectual Property Organization (WIPO)

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"Knockoffs" is the word used to describe illegally made copies of products around the world. These might be Reebok sneakers, Madonna CDs, pirated computer software, Rolex watches, photocopied textbooks, or thousands of other items. The World Intellectual Property Organization works to protect the livelihoods of the creators of goods. It does so by promoting respect for designs, copyrights, patents and trademarks around the world.



"The enjoyment of the highest attainable standard of health is one of the fundamental rights of every human being without distinction of race, religion, political belief, economic or social condition."

WHO Constitution



"The new electronic interdependence recreates the world in the image of a global village."

Marshall McLuhan, 1962