

RECOMSA rabies communication seminar

4-5 November 2015, Tunis (Tunisia)

COMMUNICATIONS STARTING POINT

START YOUR COMMUNICATION STRATEGY



Alison Brunier

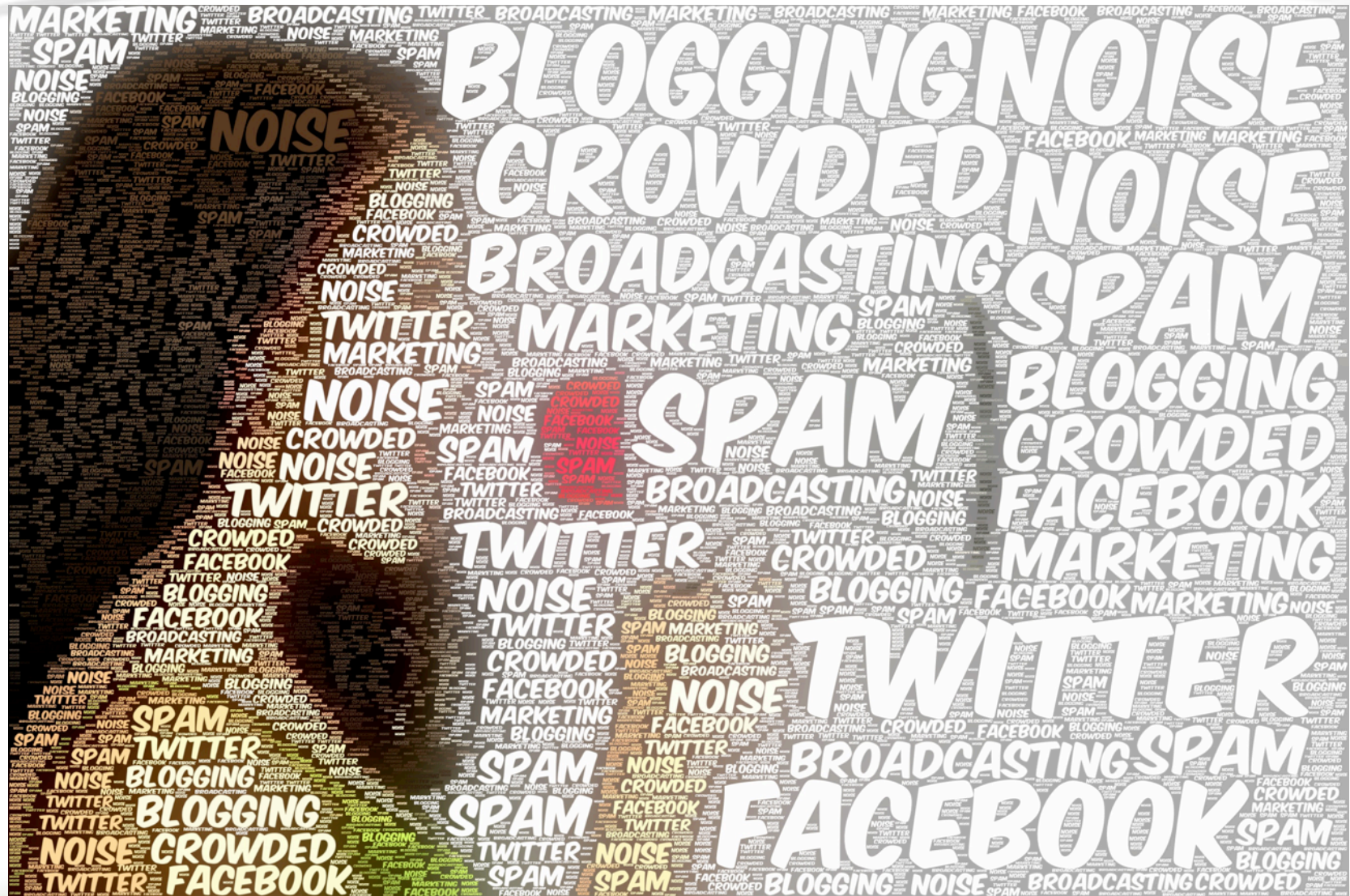
WHO Communication Officer



Dr Catherine Bertrand-Ferrandis

Head of the OIE Communication Unit

Continuous increase of information



Continuous increase of information



**How to get
through it?**

Brainstorming

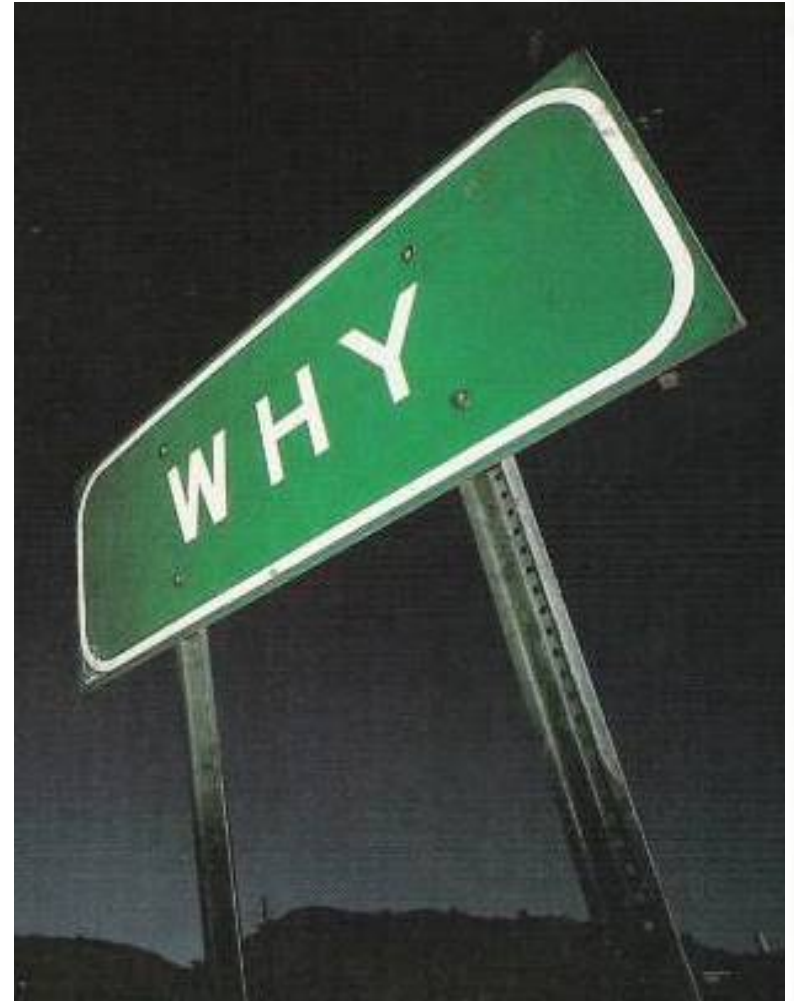


What is the first step to develop a communication strategy?

Key Challenge

We are not always clear

WHY we
communicate



Solution: Get a SOCO !



**Single
Overarching
Communication
Outcome**

What is a SOCO ?



- The outcome or change you want to see in your audience as a result of communicating
- The SOCO is **not** your message

Developing a SOCO



Example of a SOCO

- **Issue**

Several cases of rabies in dogs in a city that has not had a case of rabies for 10 years

- **Audience**

Veterinary services in the city where the cases have been reported

- **Information relevant to audience**

Stray dog population in the city has increased substantially in the last five years

Without action, number of cases of rabies is likely to increase

- **What is the change that you want to see**

70% of registered dogs in the city are vaccinated against rabies by end 2015

Example of a SOCO

- **Issue**

A child has been infected with rabies in a rural area of Tunisia

- **Audience**

Education authorities

- **Information relevant to audience**

In the past, education campaigns on rabies have been well received in schools

With the increasing stray dog population, further cases could occur among children

- **What is the change that you want to see**

All 5-10 year-olds in the area concerned pass follow OIE guidance on interacting with stray dogs

Who is your audience?



Who is your audience?

- Ministry (agriculture, health, interior, education)
 - Veterinarians
 - Medical doctors
 - Travellers
 - Dog owners
 - Children
 - Local authorities
- 

Questions?



**Thank you
for your attention!**



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