

# REMESA Communication Seminar on Rabies

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## DAY 2



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WHO Communication Officer



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# Rabies: a 100% preventable zoonosis



- Every 10 minutes someone dies from Rabies
- Every year, rabies kills nearly 70 000 people, mostly children
- Over 95% of human cases are caused by the bite of a rabies-infected dog.

# The four pillars of the OIE

Improving animal health and welfare worldwide



## Standards

of international trade of animals and animal products

*under the mandate given by the WTO*



## Transparency

of the world animal disease situation

*including zoonoses*



## Expertise

Collection and dissemination of veterinary scientific information

*animal disease prevention and control methods*



## Solidarity

between countries to strengthen capacities worldwide

*Capacity building tools and programmes*

# Elimination of Rabies is feasible

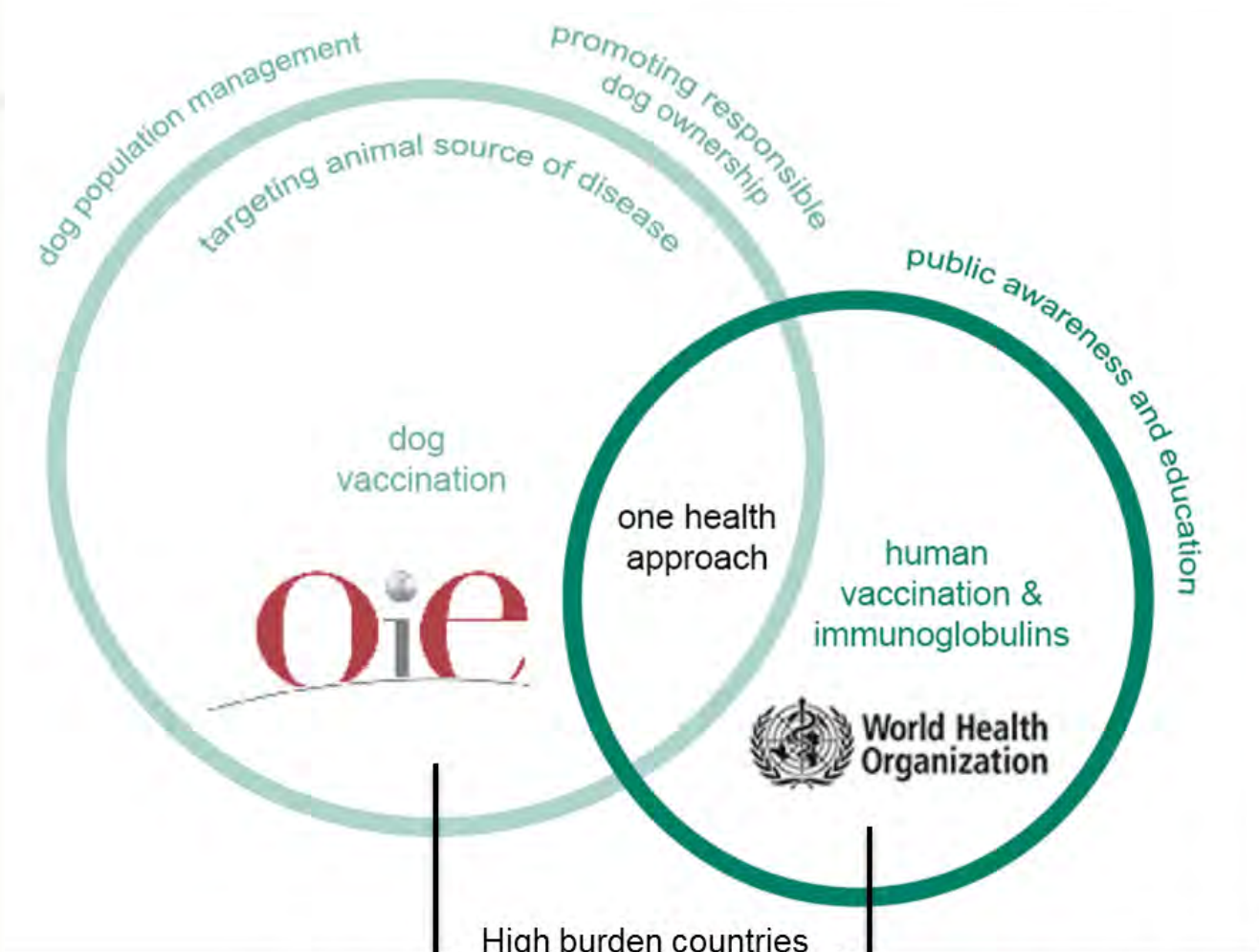


**Dog vaccination is the most cost-effective  
single intervention  
to protect humans  
from contracting dog-mediated rabies**

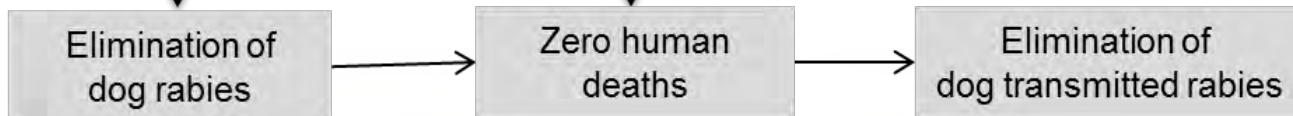




# Rabies: a 100% preventable zoonosis



**optimized supply  
& coordination  
=  
expedited  
achievement of  
ZERO deaths**



**Solution: Get a SOCO !**



**Single  
Overarching  
Communication  
Outcome**

# Communication strategy



1. Situation analysis
2. Goals and objectives (Why)
3. Define target audience (Who)
4. Key messages (What)
5. Channels of communication (How)
6. Activity plan – with assigned responsibilities, timeline and budget
7. Plan for monitoring and evaluation

# Trust = audience perceptions





# Questions?



**Thank you  
for your attention!**



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