

RECOMSA rabies communication seminar

4-5 November 2015, Tunis (Tunisia)

Workshop 2: COMMUNICATION WITH HEALTH PROFESSIONNALS

*Atelier N°2 : communiquer avec les professionnels
de sante*

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The Ministry of Agriculture and the Ministry of Health decided to launch a joint training campaign for veterinarians and doctors after a child died after being bitten by a dog. Doctor and veterinarian did not take the appropriate measures (vaccination, management and surveillance of biter dog, post exposition treatment)

Le Ministère de l'Agriculture et le Ministère de la Santé décident de lancer une campagne commune de formation des vétérinaires et des médecins après la mort d'un enfant mordu par un chien. Vétérinaire comme médecin n'ont pas appliqué des bonnes mesures (vaccination, détection et surveillance chien mordeur, traitement post exposition)

Workshop 2



- **Define your common SOCO / Définissez votre RGUP commun**
- **Assess your audience / Analysez votre audience**
- **Define your common messages / définir les messages commun**

Developing messages: checklist

- Are your messages clear?
- Are they understandable?
 - Avoid jargon and acronyms
- Are they complete?
 - Have you included the main points
- Are they honest?
 - Acknowledge uncertainty
- Are they relevant?
- Are they honest?
- Is the style and tone appropriate
 - Remember your audience



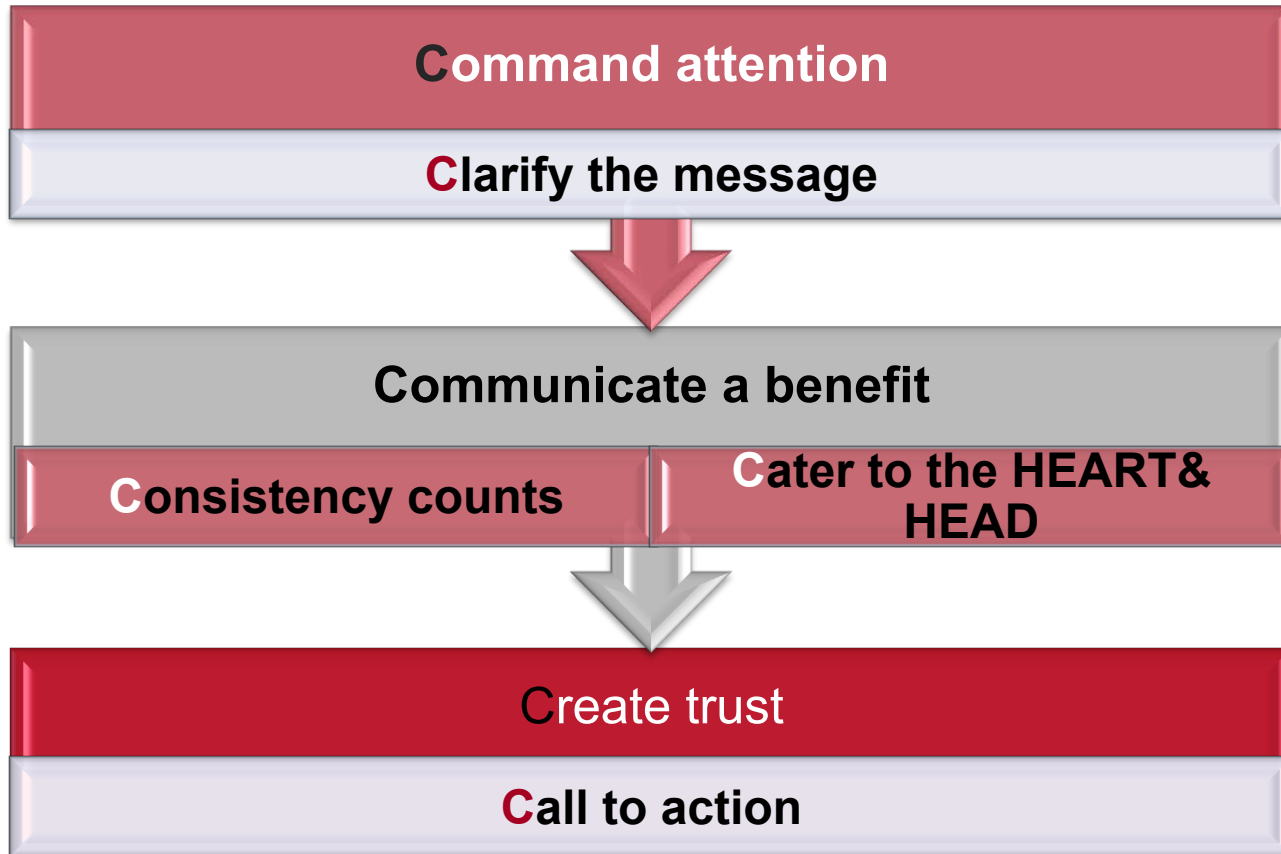
Workshop 2



- **Implement common tools for veterinarians and doctors. / Définir une liste d'outils communs à fournir aux vétérinaires et aux médecins**
- **Do you identify other stakeholders? / Y a-t-il d'autres acteurs concernés ?**

7Cs of Veterinary Services communications

7 Cs of Veterinary Services



- **Clinical case #1 / cas clinique n°1**

A dog #1 bites a dog #2 that himself bites its owner.

Dog #1 is diagnosed rabid.

Dog #2 is properly vaccinated against rabies.

Un chien n°1 mord un chien n°2 qui lui-même mord son propriétaire.

Le chien n°1 est diagnostiqué enragé.

Le chien n°2 est correctement vacciné contre la rage.

- What do you do?

- Quelle est la conduite à tenir ?

- **vaccination of dog #2 / rappel de vaccination du chien n°2**

- **vaccination of the owner of dog #2 / rappel de vaccination ou vaccination du propriétaire du chien n°2**

- **Clinical case #2 / cas clinique n°2**

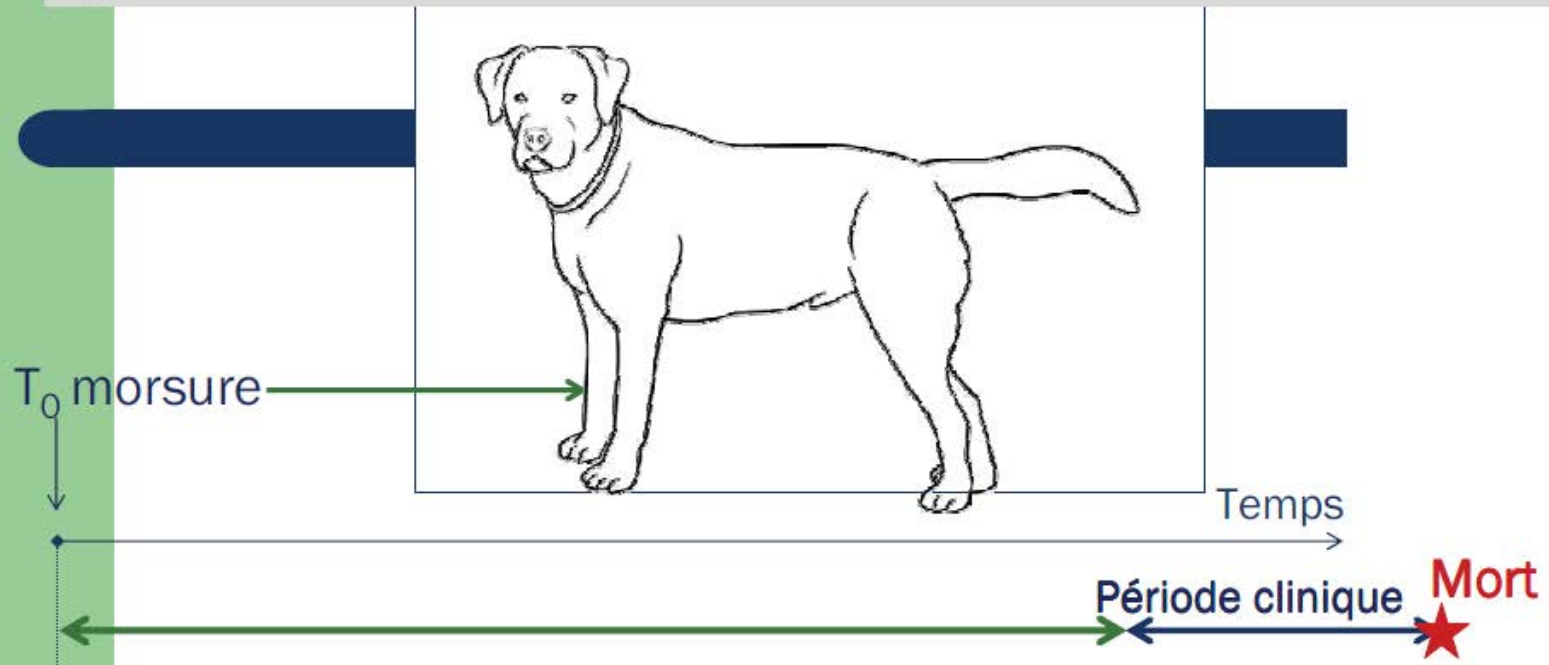
An owner brings his dog at the Veterinary School of Algiers. He said the dog has swallowed a bone leading to drooling since a few days, probably because of the bone that got stuck in his throat.

Un propriétaire vient en consultation avec son chien à l'Ecole Vétérinaire d'Alger. Il dit que le chien a avalé un os et que depuis quelques jours il salive beaucoup, il est gêné, sans doute par l'os qui est resté coincé dans sa gorge.

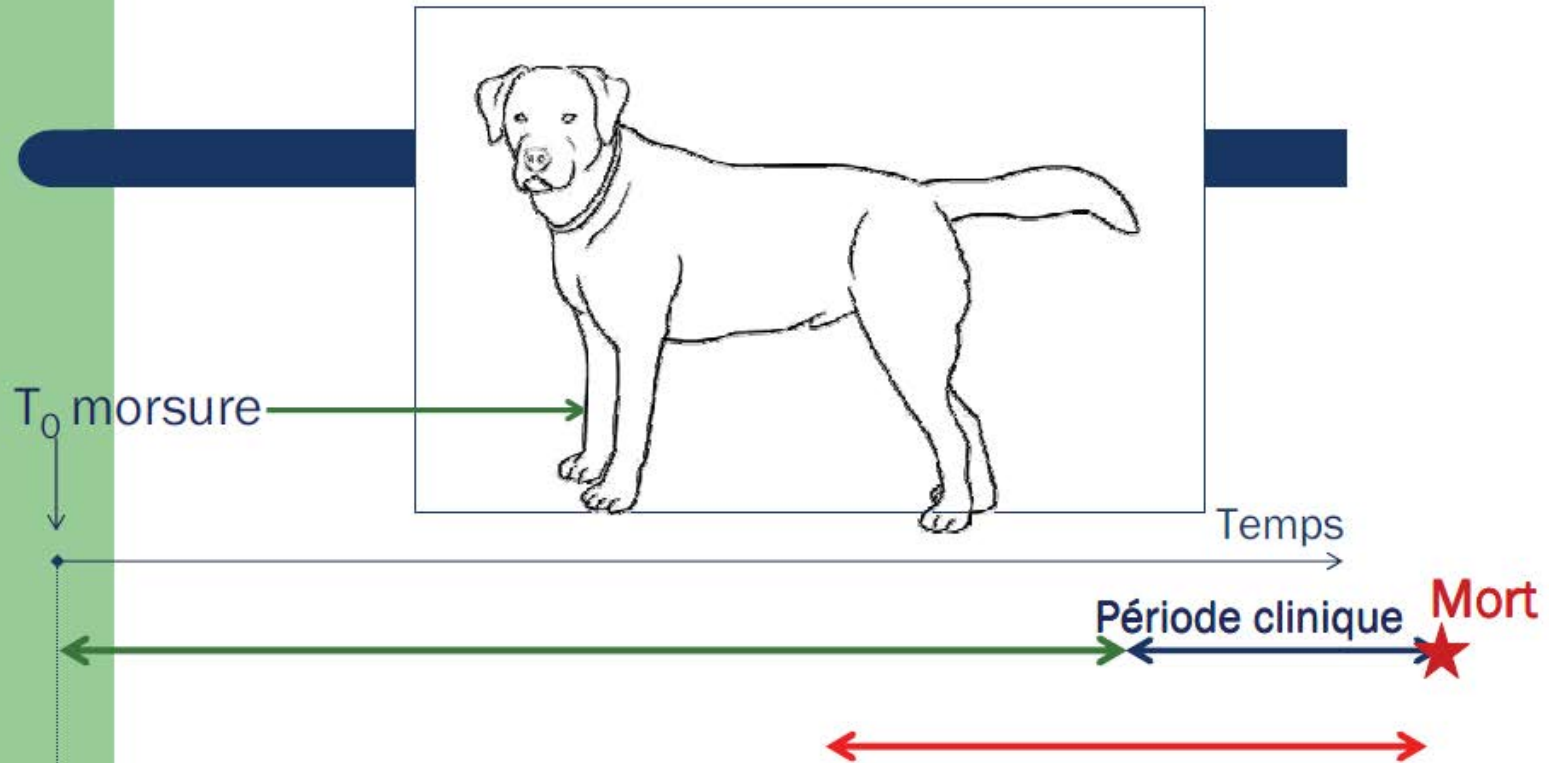
- **do not manipulate the mouth of the dog / à ne pas faire : manipuler la gueule de l'animal**
- **suspect immediately rabies (characteristic symptom) and the risk of contamination with saliva / penser tout de suite à la rage (symptôme caractéristique) et au risque de contamination par la salive**

L'élimination du virus dans la salive :

- Où placer cette phase sur l'échelle chronologique?
- Quelle est sa durée?

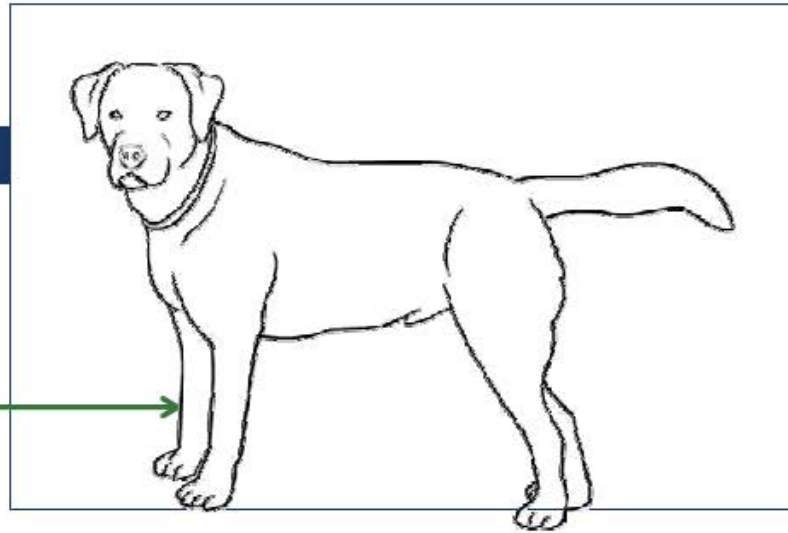


L'élimination du virus dans la salive :



Élimination du virus dans la salive
Jusqu'à 15j avant l'apparition des symptômes et
jusqu'à sa mort

T_0 morsure



Temps

Quelle est cette période?

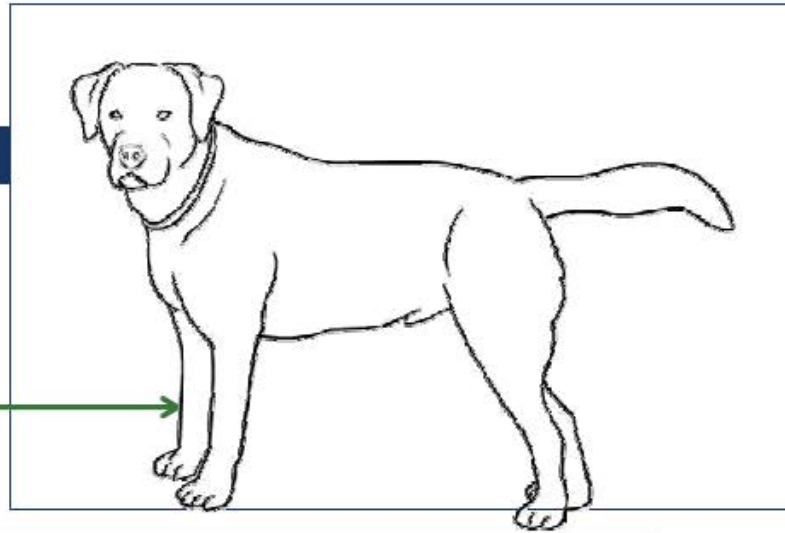
Et sa durée?

Période clinique

Mort

Élimination du virus
dans la salive

T_0 morsure



Temps

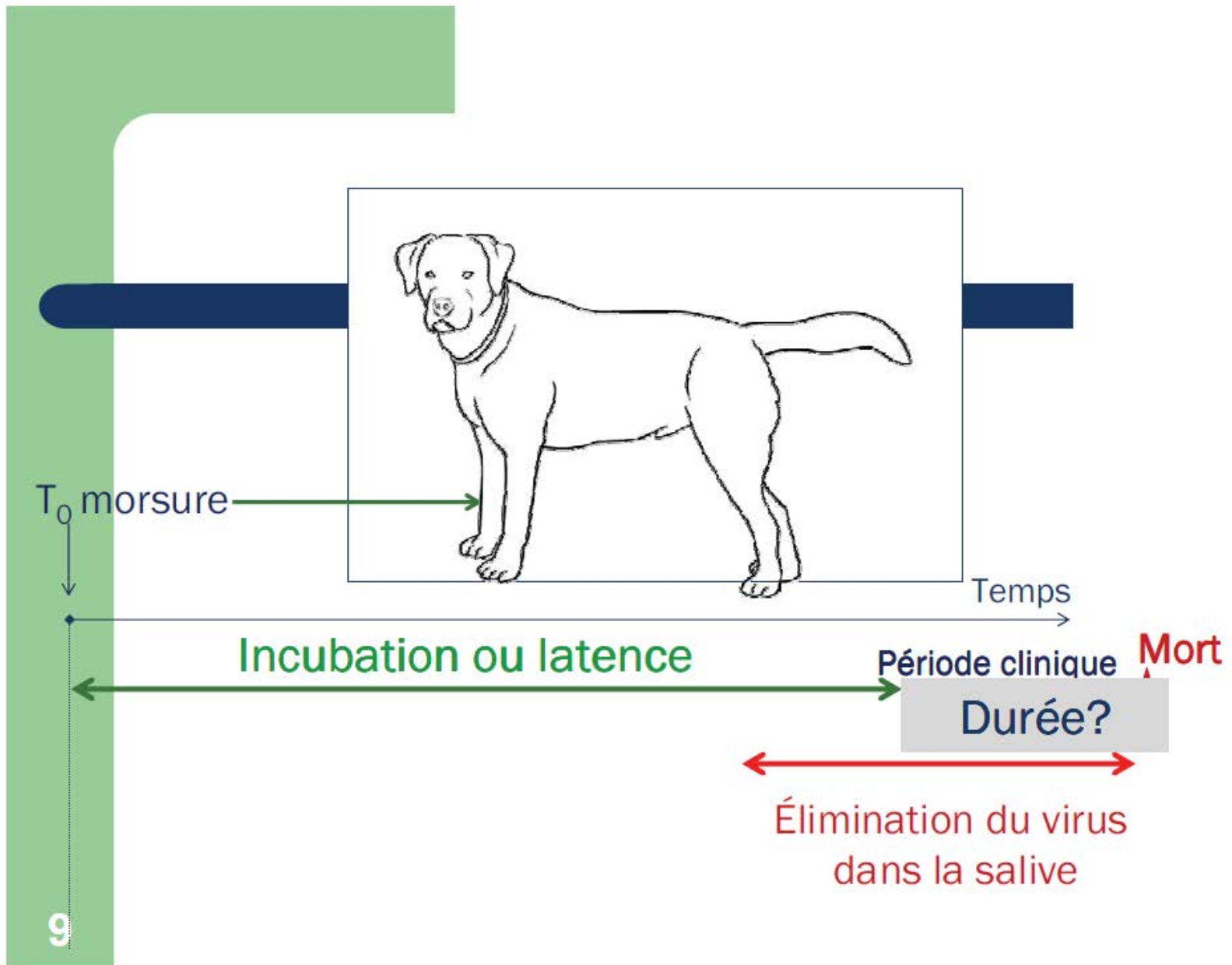
L'incubation ou latence :

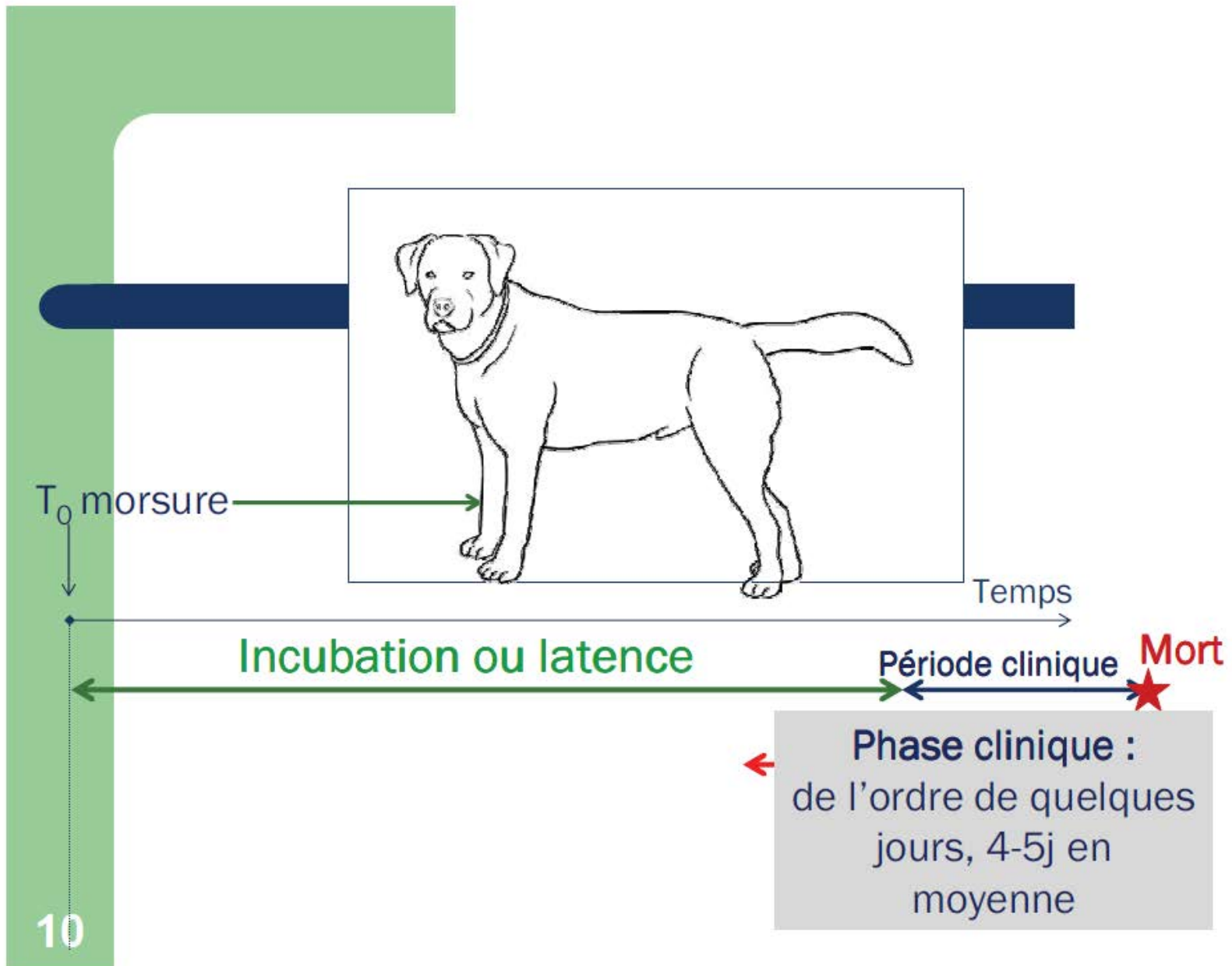
Durée très variable, en fonction de la dose de virus inoculée par morsure et du lieu de cette morsure.
de l'ordre de 3 semaines ou plus
(durée OIE : 6 mois)

Période clinique

Mort

inactivation du virus
dans la salive





A retenir

- Le virus rabique peut être présent dans la salive d'un chien enragé, jusqu'à 15 jours avant l'apparition du premier signe clinique de rage.
- La salive est fréquemment virulente dans les quelques jours qui précèdent la suspicion clinique de rage, chez le chien, comme chez le chat.

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Workshop 3: COMMUNICATION WITH GENERAL PUBLIC

*Atelier N°3 : communiquer avec
le grand public*

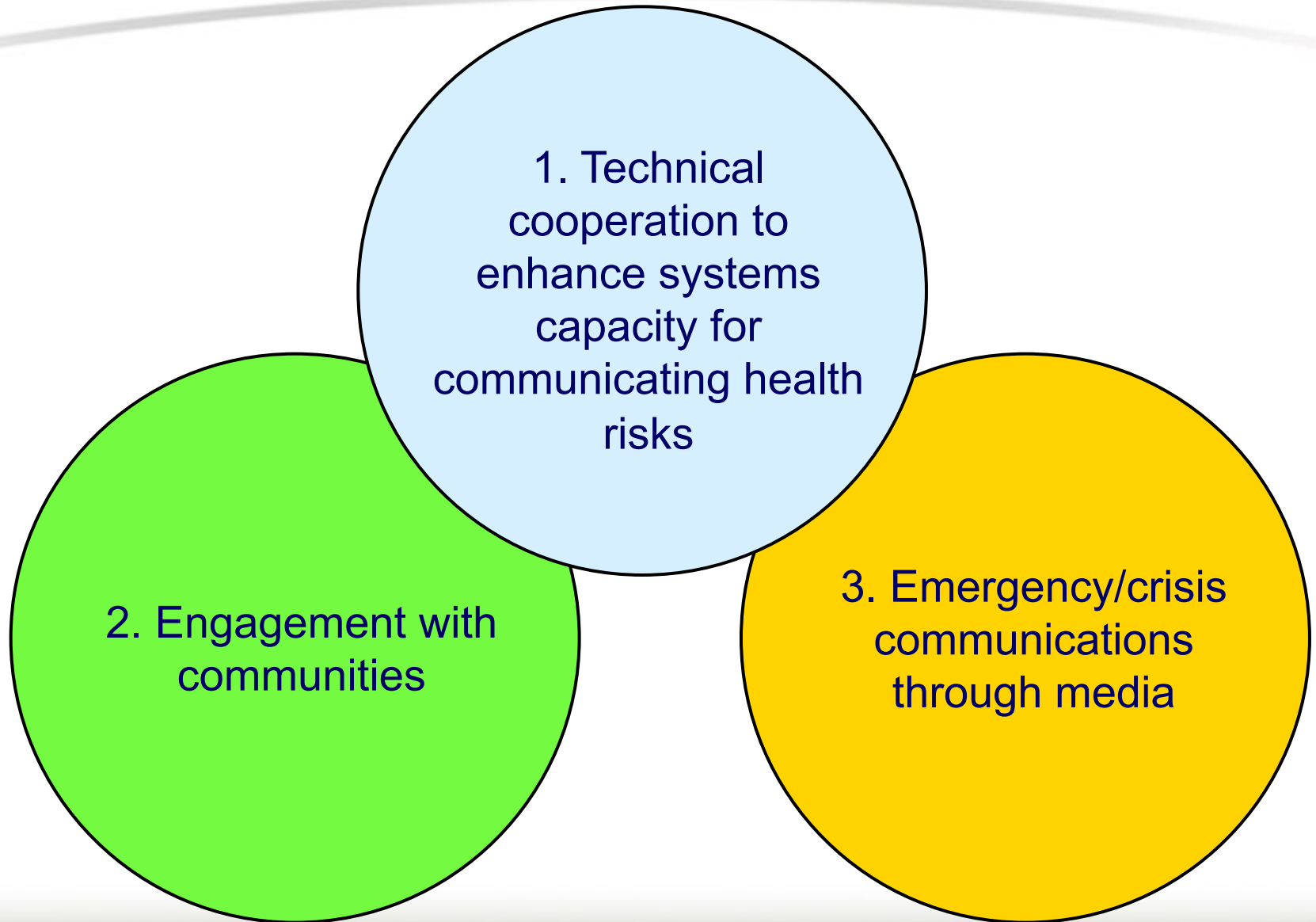
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Communications building blocks



Workshop 3



- ✓ **Focus on education and young children (group #1)**
- ✓ **Focus on travellers with pet animals (group #2)**

- ✓ *Focus sur l'éducation et les jeunes enfants (groupe n°1)*
- ✓ *Focus sur les voyageurs avec un animal de compagnie (groupe n°2)*



CHILDREN

- **Define your common SOCO / Définissez votre RGUP commun**
- **Assess your audience / Analysez votre audience**
- **Implement your tools / Définir une liste d'outils**
- **Choose your dissemination channels / Choisissez vos canaux de dissémination**



TRAVELLERS

The 3 Cs of communication



- **Content**
 - Concise, clear, consistent (over time and amongst sources), accurate, explicit information
- **Context**
 - Communication is sensitive of: culture, beliefs, values, previously received information
- **Connection (relationship)**
 - Caring, respect & listening
 - Authority, power
 - Cooperative, communicates user benefit
 - Concrete action/follow-up possible

- **Institutional campaign / *campagne institutionnelle***

Example: French Ministry of Agriculture campaign against rabies

Exemple : campagne du Ministère de l'Agriculture français contre la rage

<http://webtv.agriculture.gouv.fr/gare-a-la-rage-voyageurs-ne-ramenez-pas-la-rage-dans-vos-bagages-video-4583.html>



GARE
≡ À LA ≡ **RAGE**

VOYAGEURS, NE RAMENEZ PAS
UN ANIMAL D'UN PAYS
TOUCHÉ PAR LA RAGE

How to run a successful campaign?



Haiti - Health : Rabies in Haiti, what to do if bitten ?

23/08/2015 10:26:06



Rabies is endemic in the world, but Haiti is one of the few countries where there is a high number of deaths from human rabies. The bites started to increase since the January 2010 earthquake, whose impact on the habitat has led to an increase in population of community or stray dogs. Note that rabies is not only transmitted by dogs, but can be also by cats, bats and other...

Human rabies is a very serious disease because once present in person bitten by a suspect animal, it inevitably leads to death. Only prevention helps to slow the fatal outcome of this contagious disease which occupies the first echelon of the mortality level.

Prevention is easiest and most effective measure remains the periodic vaccination of dogs and cats.

If bitten by an animal vectors of the virus, the first important step is washing the wound with plenty of water and soap, then immediately contact a health provider, which is empowered to take the decision the most appropriate. Note that all cases of bite do not require vaccination.

The vaccine is given free of charge at the following institutions of the West health department :

Bureau Communal Sanitaire de Port-au-Prince (Centre de Portail Léogâne) ;
UCS Goavienne (bureau de l'UCS Petit-Goâve) ;
UCS Anacaona (Centre Materno Infantile de Léogâne) ;
UAS Matheux (Hôpital Nicolas Armand de l'Arcahaie) ;
Hôpital Foyer Saint Camille (Marin en plaine) ;
Hôpital Universitaire la Paix (Delmas 33) ;
Centre Hospitalier Eliazar Germain (Rue Panaméricaine, Pétiion-Ville) ;
Bureau Communal Sanitaire de Carrefour (Thor 12).

For other departments, please contact the Departmental Health Directorate or Provincial Hospital

- **The importance of the tone of an advertising or a communication campaign / *L'importance du ton d'une campagne de communication ou d'un spot publicitaire***

Example: shock and unconventional campaign / *Exemple d'une campagne choc avec un ton non-conventionnel*

<http://www.dailymotion.com/video/x2paekl>

Workshop 3: Crisis management

Tunisie – Monastir : Le chien qui a mordu douze personnes était enragé

NEWS, SOCIÉTÉ | LM | 29 OCTOBRE, 2015 À 21:40



2

7



G+1

Le vétérinaire Lotfi Mhalla, de la région de Monastir, a indiqué dans une intervention sur les ondes de Jawhara FM, ce jeudi 29 octobre 2015, que le chien qui avait mordu, samedi dernier, 12 personnes à Monastir s'est avéré atteint de la rage. Ceci a été prouvé, selon le vétérinaire, par des analyses effectuées à l'Institut Pasteur.



Il s'est, par ailleurs, félicité de la prise en charge instantanée de ces personnes par les services médicaux de la région.

In a crisis situation



Success depends of:

- Assessment of the biological event
- Consistence of the communications
- Quality of the relationships

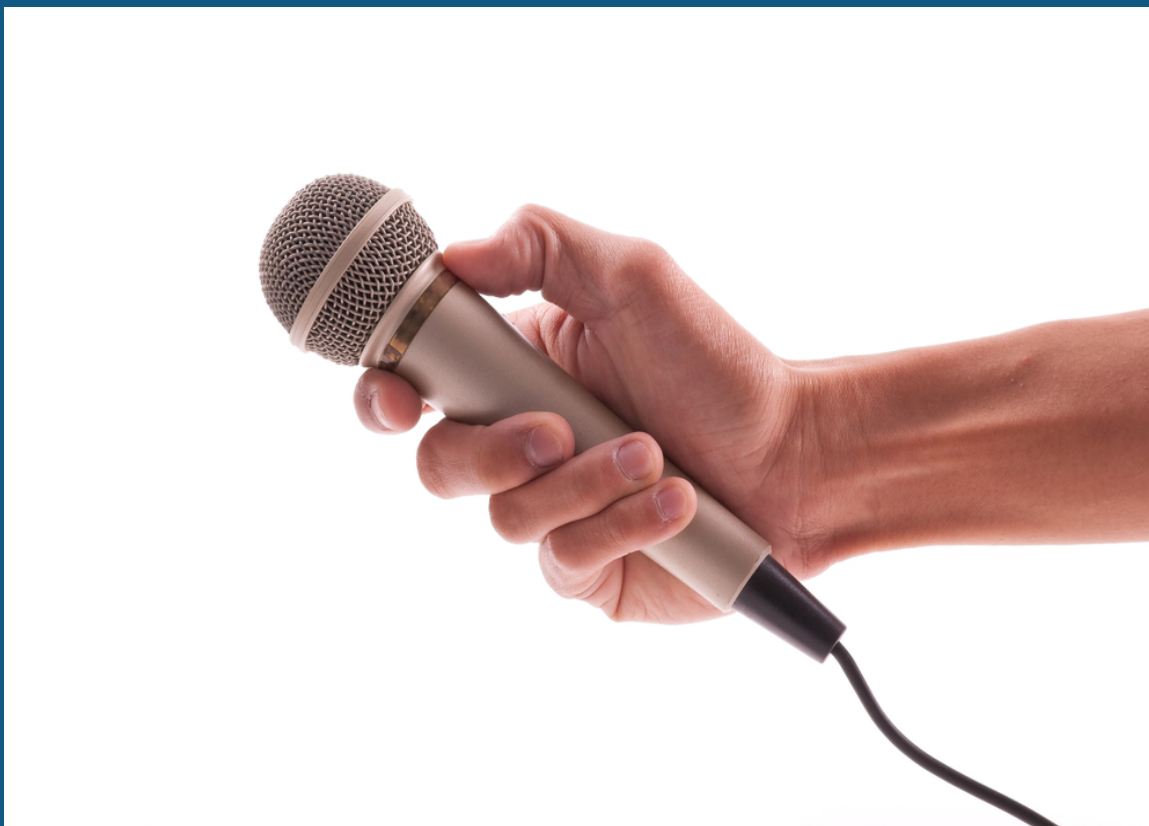
Developing the package

- **Campaign essentials**
- **Giving partners the tools to implement the campaign**
- **Internal resources (human and financial)**
- **External support**
- **Testing**
- **Internal processes**
- **Importance of keeping to deadline**

Channels

- **Website/s**
- **News media**
- **Social media**
- **Networks**
- **Email/listserves**
- **Events**

Talking to the media



Today's reporter

- ✦ **Writes for more than one media: print, radio, TV, web/blogs**
- ✦ **Is on a 24/7 production cycle**
- ✦ **Works to tight deadlines**
- ✦ **Is bombarded with releases, advisories, statements, much of which contain little "hard" news**



What media says is news

- ✦ **Dramatic**
- ✦ **Many people affected**
- ✦ **Breakthrough**
- ✦ **Unexpected**
- ✦ **Conflict/controversy**
- ✦ **Celebrity link**
- ✦ **Corruption/negligence/fraud**
- ✦ **Size (biggest, best, worst)**



The role of a spokesperson

- ✦ Communicate information that the public **wants** or **needs** to prevent and reduce illness, injury, or death
- ✦ Build trust and credibility
- ✦ Build support for the public health response



Spokespeople should be...

- ✦ Carefully chosen
- ✦ Always available to media especially during a crisis
- ✦ Polite
- ✦ Informed
- ✦ Authoritative
- ✦ Well spoken and presentable
- ✦ Trustworthy, honest



Make your story come alive

- ✦ **A story**
- ✦ **Personal recollection/
experience**
- ✦ **Social math**
- ✦ **Use the language of the
audience**
- ✦ **Explain concepts and
jargon**
- ✦ **Explain the implications
for individuals affected**



Sound bites

Short, focused and clear quotes that are easy-to-repeat and memorable (radio/TV interviews)

- ✦ **No jargon**
- ✦ **Positive, active verbs**
- ✦ **27/9/3 rule: 27 words; 9 seconds, 3 messages**

There are two sides to a media interview

- The reporter's job: to get a story of interest to their readers
- Your job : to tell your story, your way
 - You don't have to answer every question asked!

**To improve your spokesperson skills:
Prepare, rehearse and listen to honest
feedback**

Questions that journalists may ask

- **who** is affected; responsible
- **what** has happened and what is being done about it
- **where** has it happened
- **when** did it happen
- **why** did it happen
- **will** it happen again



10 golden rules

- **Never lie**
- **Never say “no comment”**
- **There is never an "off the record"**
- **Be short, get to the point and always think of the audience**
- **Stay calm and confident**

10 golden rules (2)

- **Use simple language, avoid jargon**
- **Stay in control**
- **It's OK to say "I don't know, but I'll find out"**
- **Don't speculate**
- **Beware of reporters' tactics**

You do not control what reporters write

**You do control what comes out of your
mouth**

Remember...

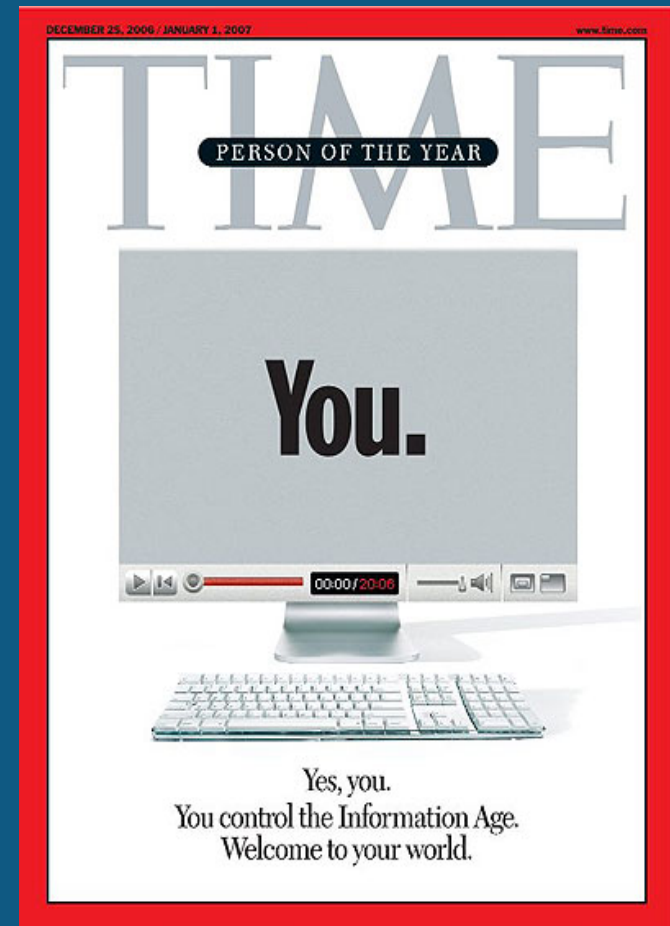
Interviews are not conversations

Monitoring

- **Review media reports/interviews**
- **Did they include your key messages?**
- **Did they quote you?**
- **Were quotes used accurately?**
- **Is any follow-up action required?**

Why social media matters

- If Facebook was a country, it would be the 3rd most populated
- 93% social media users believe a company/organization should have a social media presence & interact with its customers
(Cone, Business in Social Media Study, September 2008)



WHO uses social media to...

- ✦ Communicate risk
- ✦ Reach audiences rapidly and concisely
- ✦ Build relationships based on trust
- ✦ Manage reputation



The "E"s of social media

- ✦ **Engage** - respond to comments/questions quickly and accurately
- ✦ **Educate** - react to a rumour before the rumour mill starts spinning
- ✦ **Evaluate** - listen and monitor responses



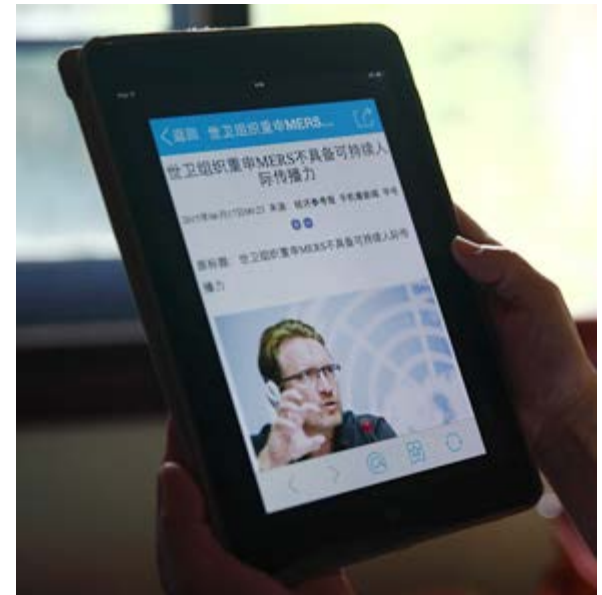
Social media products/issues

- Fact sheets
- Infographics
- Photos
- Topical issues



To wrap up...

- ✦ **Media and social media can help you get your message out**
- ✦ **Find out what the journalist is looking for**
- ✦ **Prepare for interview... practice**
- ✦ **... and monitor**
- ✦ **Know what works well on social media**
- ✦ **... and remember that followers expect engagement**



Thank you for your attention



WORLD ORGANISATION FOR ANIMAL HEALTH
Protecting animals, preserving our future