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**Extension Activities with Regard to Veterinary Services in Africa, Directly or Indirectly implemented by the FAO.**

**William Amanfu, Regional Manager  
FAO ECTAD, Eastern Africa, Nairobi-Kenya**

**Principal Contributors:**


**Satya Sarkar/Sabine Michiels-FAO Hqrs – Rome**  
**Maurice Ocuquaye-FAO Consultant-ECTAD-Gaborone**  
**Misse Misse- FAO Consultant- ECTAD-Bamako**



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**PRESENTATION OUTLINE**


- 1) FAO's Strategic Direction and Vision for supporting Animal Health Communications
- 2) Specific initiatives of FAO with partners on Communications at country and regional levels.



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Thematic scope of FAO's HPAI Prevention and Control Programme

- Strengthening veterinary, laboratory and epidemiological capacities in partnership with other Organizations/institutions
- **Developing communication strategies, technical options and tools for HPAI disease control**
- Disease intelligence and early warning capabilities
- Wildlife surveillance for evidence of HPAI transmission
- Socioeconomic impact analysis and compensation policy dimensions
- Guidelines for safe poultry production and protection of biodiversity. Minimise poultry to poultry and poultry to human transmission of H5N1 virus
- Thematic areas provided entry points for donor support-e.g. USAID/DFID/SIDA/CIDA/OPEC and other funding



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**Global Trends: Animal – Human Interface**

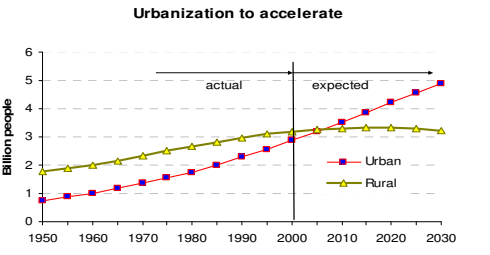
- Over 60% of the 1400 infectious agents of humans have an animal origin
- 75% of new infectious diseases have originated from animal reservoirs




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**Global Trends – 3: Global Demographic Trends**

**Urbanization to accelerate**



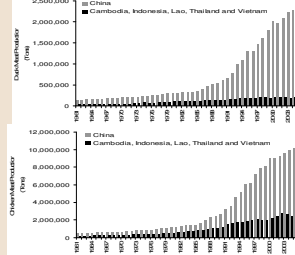

Source: UN, World Population Estimates, 2002



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**Farming systems: Numbers and density**

- In 2007, over 21 billion food animals were produced for over 6 billion people
- By 2020 the demand for animal protein up by 50% mainly in developing countries requiring over 30 billion animals
- Other factors:
  - Forest encroachment
  - Increased wildlife contact
  - Climate change

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**Global Trends – 4: Breakdown in Services**




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**Animal Health Communications and Partnerships**




**Crisis Management Center/Animal Health**      **Global Early Warning System**



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**Transboundary Animal Diseases: A Complex Communication Challenge**

- Usually a highly politicized issue
- Millions of people involved/dependent on the production and distribution of billions of chickens, ducks, turkeys, cattle, sheep/goats etc. Need specific messages to address different audiences
- Includes zoonotic diseases and viruses with pandemic potential (H5N1/H1N1)
- Tools for control - stamping out, movement control and vaccination are logistically intensive, complex and sometimes, difficult to implement
- Communication capacities of MoAs are limited and seriously under-resourced compared to scale of problem and the crucial role of communications in addressing this problem
- Competing Health, Education and other development priorities



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**Emerging Lessons...(1)**

At the ground level:

- The 'first wave' of communication (e.g. HPAI) campaigns and messaging largely focused on the household and the prevention of animal-to-human transmission (hand-washing, cooking of poultry etc).
- Complexities around poultry production and marketing chains were not adequately addressed by most national communication strategies.
- Motivational factors among communities and producers to adopt safe production practices still not fully understood due to inadequate analysis of socio-economic/cultural factors and realities.
- Outbreak communications have to be carried out in a professional manner to avoid economic shocks.
- Pre-testing of information for target audiences



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**Emerging Lessons ... (2)**

At the policy level:

- Short funding cycles forcing communication planners to think only in terms of short-term interventions, instead of more long term communication strategies. Attitude change is a product of sustained communication campaign and reinforcement
- The science around many TADs is still evolving.
- Public-private sector linkages need to be substantially strengthened
- Communication capacities among Ministries of Agriculture/Livestock is very weak in relation to scale of problem.
- The emerging concept of "One World, One Health", offers a unique opportunity to re-articulate and 'organise' animal health communication at the animal-human-ecosystems interface.



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**ECTAD Communication Unit: Current Areas of Work**

Except for some specific instances at the country level, the FAO ECTAD Communication Unit does not directly run communication campaigns.

Instead, it focuses almost exclusively on:

- Strategic communication thinking and research
- Influencing communication policy and strategies
- Strengthening communication planning capacities of Ministries of Agriculture/Livestock in selected at-risk countries/regions
- Running a small number of special/innovative initiatives




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### Emerging Needs...1

Based on data from 25 INAP missions and a prioritisation exercise involving MoAs of 40 countries, clear demand from MoAs for:

- Building a *critical mass* of globally networked, in-country animal health communication specialists, focused on HPAI and other TADs/EIDs.
- Implementation of a robust and specific program for rapid *competency* and *leadership*-building for strategic communication among MoAs.
- Comprehensive, *evidence-based* guidance and process for substantially improving country communication strategies and behavioural change.



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### Emerging Needs...2

Based on HPAI communication lessons, experiences, and multi-disciplinary research to date, ECTAD Comms Team to focus on:


- Promotion of *targeted biosecurity* and *community-based early-reporting* of suspect events, based on risk assessments and OWOH principles.
- Contribute *evidence-based* and *multi-disciplinary inputs* to the FAO-WHO-OIE-UNICEF process for new guidance on HPAI communication.
- Develop and implement a specific *advocacy initiative* for stronger engagement and promotion of *Public-Private partnerships*.



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### ACTIVITIES - FAO ECTAD-BAMAKO


- A movie was produced on field simulation exercise for the control of hypothetical HPAI outbreak organized in Ségou-Mali (June 2009). It focused on the methodology and process of a field simulation exercises, and it is part of sharing disease management processes and communication methodologies.
- The FAO ECTAD regional unit in Bamako has developed several educational and sensitization materials and tools pertaining to veterinary services and related extension activities in West Africa
- A website, containing a wide range of information, in particular on biosecurity, poultry sector analysis, is operational at ECTAD Bamako, thus ensuring knowledge production, management and sharing
- Capacity Building-workshops on strategic communication planning and methodology was organised in Dakar for West Africa in May 2008, to develop competencies of various stakeholders (Veterinarians, Medical doctors, communicators and extensionists) in specific animal health communication vision and implementation methodology,
- Networking through the establishment of a regional Network on Animal Health Communication (RESOCOM),



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### FAO ECTAD-GABORONE


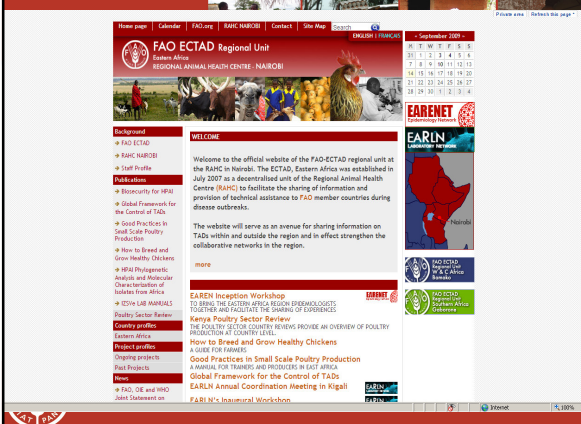
- Recruitment of a consultant to advise SADC on the setting up of a regional communication strategy on HPAI and other TADs.
- Interpersonal communications, such as farmer education by agriculture extension agents and veterinary staff on TADs
- Capacity building and training on communication techniques and systems collaborators and stakeholders.
- Mass media/informational product development, including national TV, radio, and print; brochures, posters, fact sheets; and, international and web-based communication. [www.fao-ectad-ghaborone.org](http://www.fao-ectad-ghaborone.org) are but few examples
- Public relations/advocacy, such as high-level thought-leadership conferences with international experts on the subject, stakeholder forums, and press briefings to increase the media's understanding and access to accurate information on HPAI and other TADs.
- Collaborations with private sector organizations such as commercial poultry farmers and poultry associations interested in partnering with Organization to stop the spread of animal diseases.
- These strategies have been employed to not only get rapid-response prevention messages across, but also to develop capacity and strengthen infrastructure at the local, national and regional level for TADs prevention and control.



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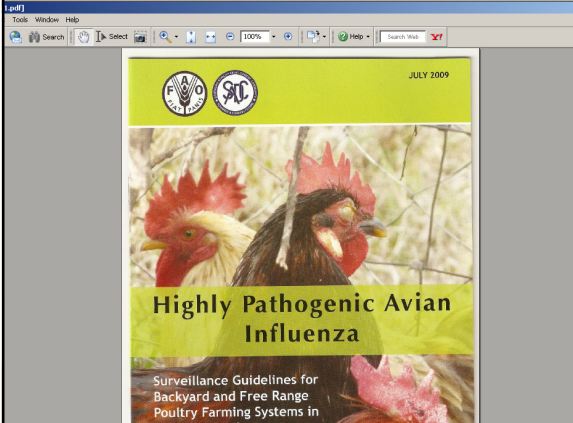
### FAO ECTAD-NAIROBI

- The project *Promoting strategies for prevention and control of HPAI that focuses on smallholder livelihoods and biodiversity: GCP/INT/010/GER* aims at developing HPAI control policy that are applicable to the smallholder producers. To address this issue, the project proposed to test a communication component as part of a preparedness program for transboundary animal diseases including HPAI to test the feasibility of using MEPRSTOK (Methodology for Primary Schools on Transmission of Knowledge) [R.E. Viscarra et al 2006, R.E. Viscarra et. al, 2009]. The concept that uses school children as vehicle to transmit different messages to the parents:- in this case to smallholder poultry producers on safe poultry production practices. (Kampala, Lira, Kanungu-in Uganda)
- Launching of websites-the same for Gaborone and Bamako [[www.fao-ectad-nairobi.org](http://www.fao-ectad-nairobi.org); [www.fao-ectad-gaborone.org](http://www.fao-ectad-gaborone.org); [www.fao-ectad-bamako.org](http://www.fao-ectad-bamako.org)]
- Behavioural Change studies on HPAI and other TADs prevention in Eastern Africa through project OSRO/RAF/802/EC-Consultant studies completed.
- Regional workshop for Communications strategies for Africa-August 2008, Nairobi-Kenya
- Technical publications, leaflets e.t.c

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**FAO ECTAD-NAIROBI - Some publications**






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**FUTURE DIRECTION**

Establishment of an international program with an in-country mentoring component, for:

- Building MoA capacities, competencies and leadership in strategic communication and advocacy for risk reduction
- Accredited multi-disciplinary program based on OWOH principles, and "piloted-at-scale" across regions/countries
- Creation of a globally networked pool of animal health communication specialists for outbreak, risk, and behaviour change communication for HPAI, other TADs and EIDs.



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**PROGRAM DESIGN/IMPLEMENTATION...1**

- Series of expert consultations on (animal health communication, socioeconomics etc) to determine program scope, content, design and roll-out.
- Identification and finalisation of international and national implementation partners for program roll-out and mentoring.
- Establishment and agreement on benchmarks and indicators for communication *capacities, competencies* and *leadership*.



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**PROGRAM DESIGN/IMPLEMENTATION...2**

- Series of in-country, multi-disciplinary missions to assess practicability, feasibility, content design and country buy-in.
- Development of audio-visual, textual web-based learning materials including country specific and thematic case-studies
- Content to include risk/outbreak communication, behaviour change communication, strategic planning, and include HPAI and other TADs
- Roll-out and "piloting-at-scale" of the program



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**In Conclusion...**

- FAO/ECTAD will work closely with partners such as AU/IBAR, the OIE, WHO, UNICEF and other International communication partners.
- INAP, SPINAP and RAHC interventions critical for Animal Health Communication.
- ECTAD's strategic direction and vision for animal health communication fully driven by country needs/priorities.
- It will need full support, commitment and endorsement by decision-makers in Ministries of Agriculture/Livestock



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Communication experts must cooperate with technical experts (vice-versa) and work together to come out with targeted simple messages that are effective in the prevention and control of animal diseases!



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شكراً جزيلاً

ASANTE SANA      THANK YOU VERY MUCH

MERCI BEAUCOUP      Kelaboga



MOLTE GRAZIE      MUITO OBRIGADO

MUCHAS GRACIAS...!

