

Oie

Dr. P. Bastiaensen
Ms. M. Zampaglione

**OIE communication activities with regard
to veterinary services, conducted in the
participating countries**

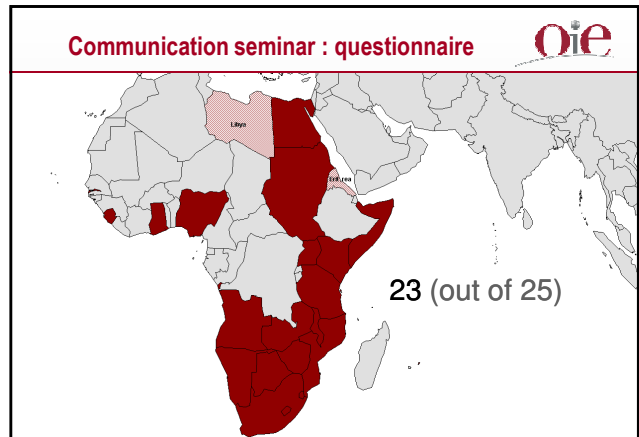
OIE Regional Communication Seminar
Gaborone | Botswana
September 22 | 23rd , 2009

Oie

Dr. P. Bastiaensen
Ms. M. Zampaglione

**OIE communication activities with regard
to veterinary services, conducted in the
participating countries
*results of a questionnaire survey***

OIE Regional Communication Seminar
Gaborone | Botswana
September 22 | 23rd , 2009



Questionnaire : methodology

Standardised questionnaire :

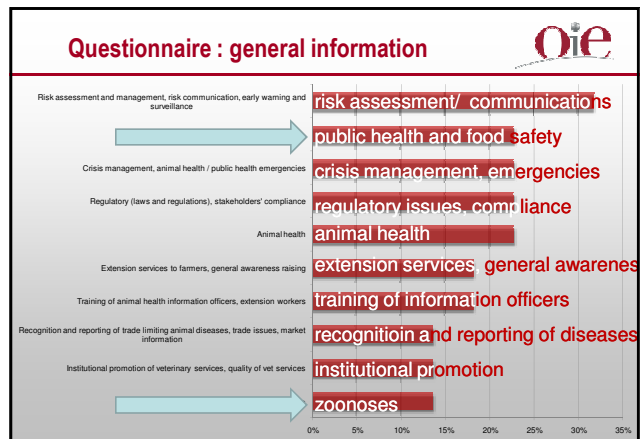
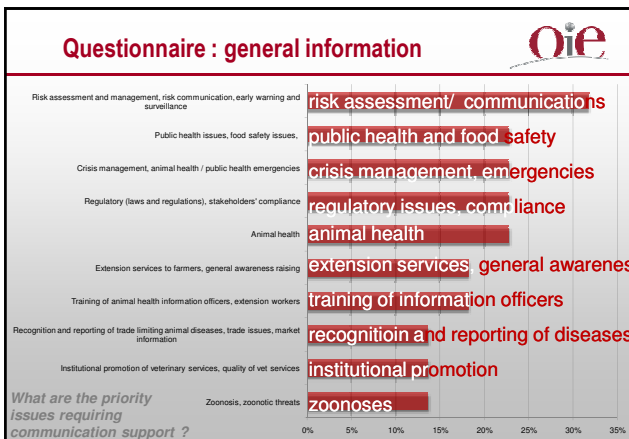
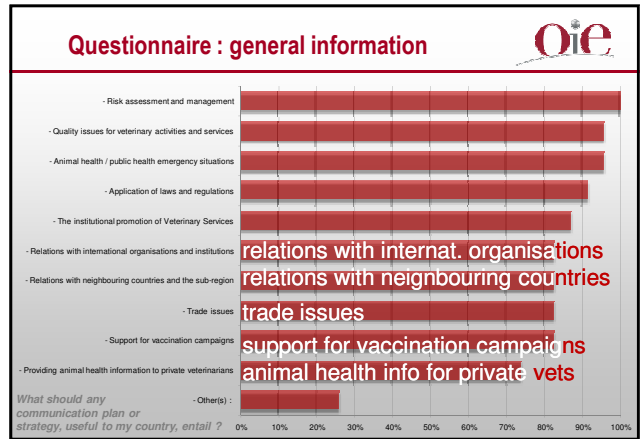
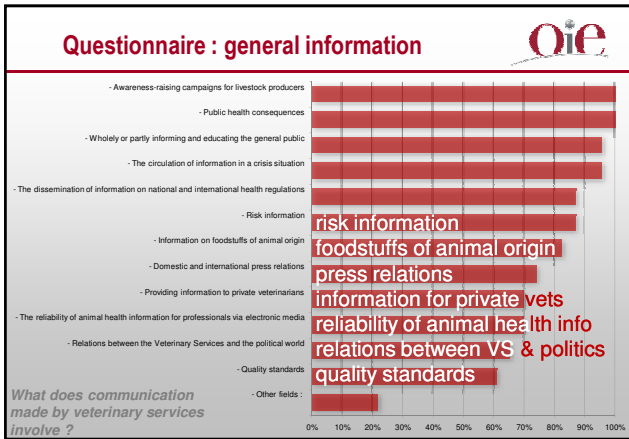
- General information
- Programmes & activities
- Competencies, qualifications & training
- Techniques & media
- Financing for communication
- Additional comments

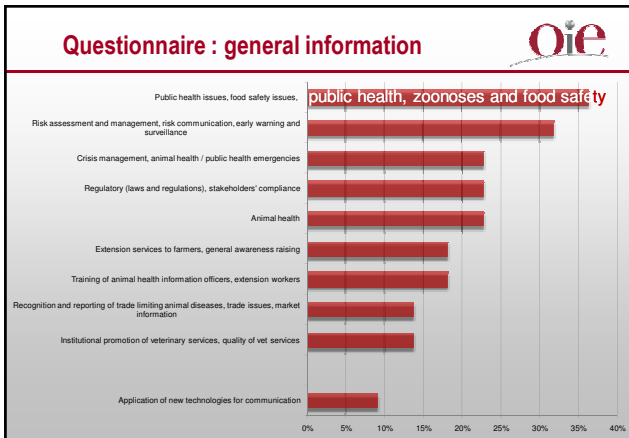


Questionnaire : general information

Standardised questionnaire :

- General information
 - What does communication made by veterinary services involve ?
 - What should any communication plan or strategy, useful to my country, entail ?
 - What are the priority issues requiring communication support ?



Questionnaire : methodology

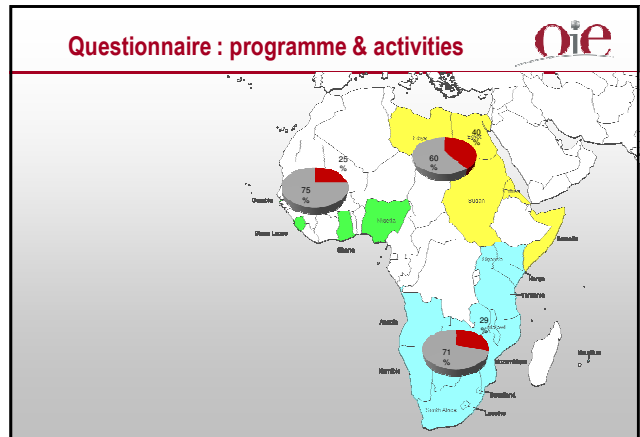
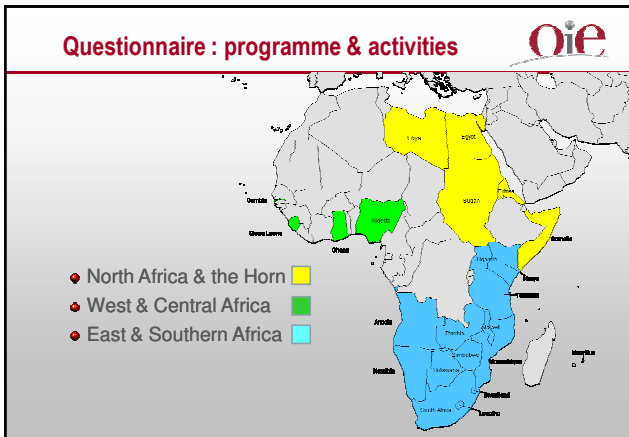
Standardised questionnaire :

- General information
- Programmes & activities
- Competencies, qualifications & training
- Techniques & media
- Financing for communication
- Additional comments

Questionnaire : programme & activities

Standardised questionnaire :

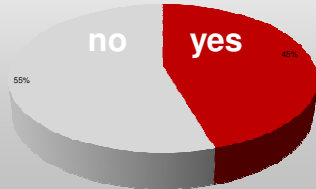
- General information
- Programmes & activities
 - Have the information and communication needs been evaluated ?
 - Is there a structured communication plan or programme ?
 - What are the main information and communication media used to receive and disseminate information ?



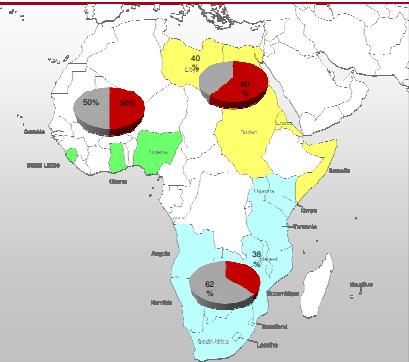
Questionnaire : programme & activities



Is there a structured communication plan or programme within the veterinary services for routine, day-to-day matters?



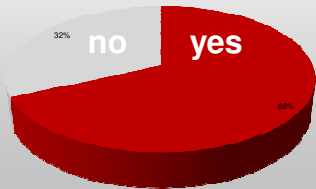
Questionnaire : programme & activities



Questionnaire : programme & activities



Is there a structured communication plan or programme within the veterinary services in the event of an emergency?



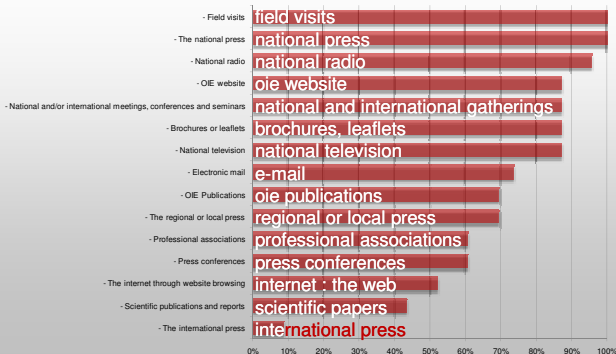
Questionnaire : programme & activities



What are the main information and communication media used to receive and disseminate information ?



Questionnaire : programme & activities



Questionnaire : programme & activities



What are the main information and communication media used to receive and disseminate information ?

- internal circulars and communiqués, telephone conversations
- door - to - door visits
- community interactive drama and film shows
- barazas (public meetings), stakeholder meetings, client consultations
- newsletters



Questionnaire : programme & activities



What are the main information and communication media used to receive and disseminate information ?

- community dialogue and focus group discussions
- information surveillance
- KAP studies
- extension sessions
- agricultural shows



Questionnaire : methodology



Standardised questionnaire :

- General information
- Programmes & activities
- Competencies, qualifications & training
- Techniques & media
- Financing for communication
- Additional comments



Questionnaire : competencies, qualifications



Standardised questionnaire :

- General information
- Programmes & activities
- Competencies, qualifications & training
 - Do the VS have an information / communication department ?
 - Who are the officials in charge of communication ?
 - Who takes the decisions regarding communication themes, subjects, contents and means ?



Questionnaire : competencies, qualifications



Standardised questionnaire :

- General information
- Programmes & activities
- Competencies, qualifications & training
 - Do the Veterinary Services control the dissemination and circulation of information ?
 - Can the Veterinary Services call upon external, national or inter-national expertise ?

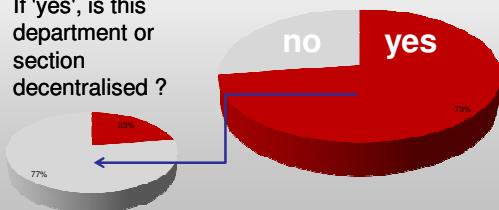


Questionnaire : competencies, qualifications



Do the VS have an information and/or communication department ?

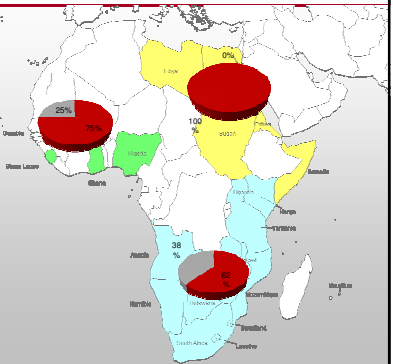
If 'yes', is this department or section decentralised ?



Questionnaire : competencies, qualifications



Do the VS have an information and/or communication department ?



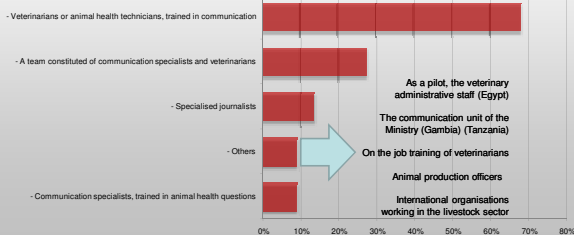
Questionnaire : competencies, qualifications 

Who are the officials in charge of communication ?



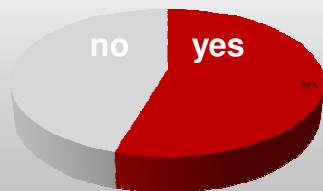
Questionnaire : competencies, qualifications 

Who are the officials in charge of communication ?



Questionnaire : competencies, qualifications 

Do the Veterinary Services completely control the dissemination and circulation of information within their field of competence ?



Questionnaire : competencies, qualifications 

In the event of a major problem, do the Veterinary Services call upon external national or international expertise in communication ?

If 'no', why not ?

Only if technical assistance is provided by international organisations or projects, although priorities usually go to surveillance, control and laboratory diagnosis (Egypt)

Not been considered necessary as government communication services perform well (Namibia) (Swaziland)



Questionnaire : methodology 

Standardised questionnaire :

- General information
- Programmes & activities
- Competencies, qualifications & training
- Techniques & media
- Financing for communication
- Additional comments



Questionnaire : techniques and media 

Standardised questionnaire :

- General information
- Programmes & activities
- Competencies, qualifications & training
- Techniques & media
 - Do the Veterinary Services regularly publish an information bulletin, a newsletter or similar ?
 - Do the Veterinary Services have a website ?



Questionnaire : techniques and media



Standardised questionnaire :

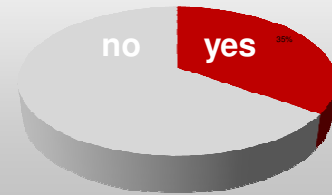
- General information
- Programmes & activities
- Competencies, qualifications & training
- Techniques & media
 - Do the Veterinary Services have a broadcasting slot allocated to them on radio and television ?



Questionnaire : techniques and media



Do the Veterinary Services regularly publish an information bulletin, a newsletter or similar ?

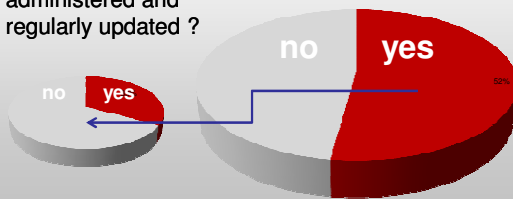


Questionnaire : techniques and media



Do the Veterinary Services have a website ?

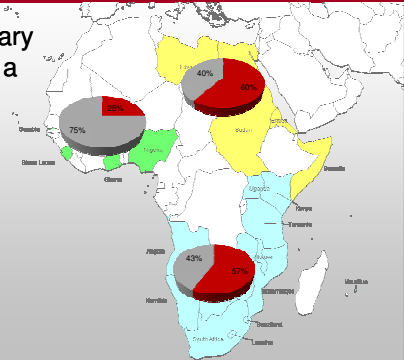
If 'yes', is the website administered and regularly updated ?



Questionnaire : techniques and media



Do the Veterinary Services have a website ?

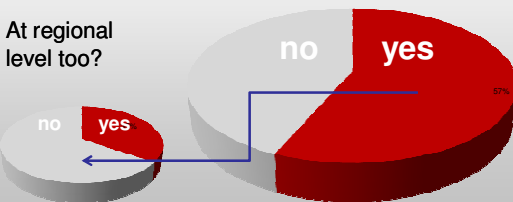


Questionnaire : techniques and media



Do the Veterinary Services have a broadcasting slot allocated to them on radio and television ?

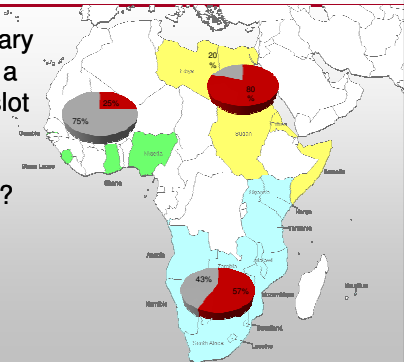
At regional level too?



Questionnaire : techniques and media



Do the Veterinary Services have a broadcasting slot allocated to them on radio and television ?

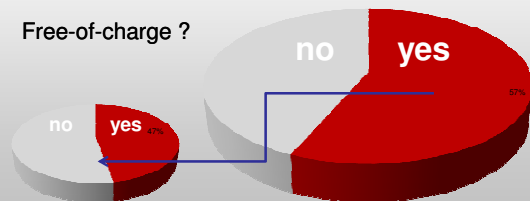


Questionnaire : techniques and media



Do the Veterinary Services have a broadcasting slot allocated to them on radio and television ?

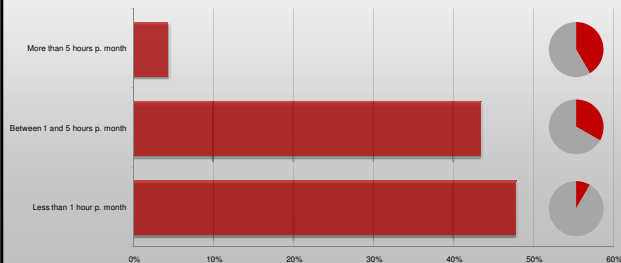
Free-of-charge ?



Questionnaire : techniques and media



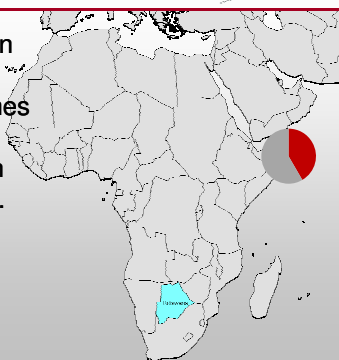
The monthly duration of radio and/or television programmes dedicated to animal health is :



Questionnaire : techniques and media



The monthly duration of radio and/or television programmes dedicated to animal health is : more than 5 hours per month...



Questionnaire : methodology



Standardised questionnaire :

- General information
- Programmes & activities
- Competencies, qualifications & training
- Techniques & media
- Financing for communication
- Additional comments



Questionnaire : financing for communication



Standardised questionnaire :

- General information
- Programmes & activities
- Competencies, qualifications & training
- Techniques & media
- Financing for communication
 - What is the percentage of the budget allocated to information and communication ?



Questionnaire : financing for communication



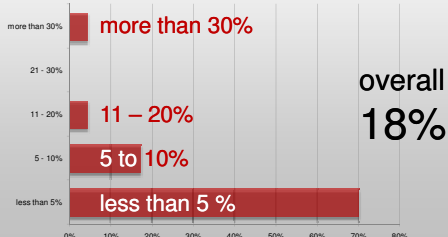
Standardised questionnaire :

- General information
- Programmes & activities
- Competencies, qualifications & training
- Techniques & media
- Financing for communication
 - Where do the budgetary allocations come from ?



Questionnaire : financing for communication 

The percentage of the budget (all resources combined) of the Veterinary Services, allocated to information and communication is approximately :



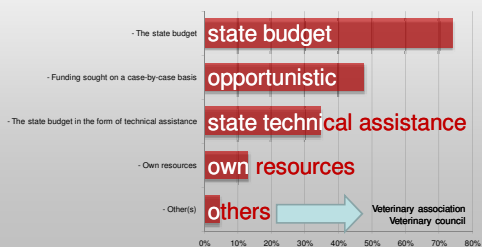
Questionnaire : financing for communication 

The percentage of the budget (all resources combined) of the Veterinary Services, allocated to information and communication is : **more than 30%**



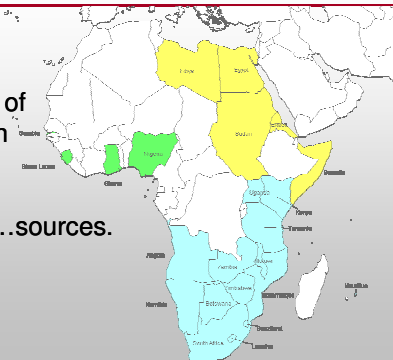
Questionnaire : financing for communication 

Financing for activities and the production of communication media is provided from :



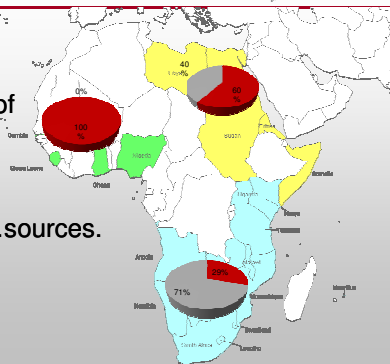
Questionnaire : financing for communication 

Financing for activities and the production of communication media is provided from **opportunistic..sources.**



Questionnaire : financing for communication 

Financing for activities and the production of communication media is provided from **opportunistic..sources.**



Questionnaire : methodology 

Standardised questionnaire :

- General information
- Programmes & activities
- Competencies, qualifications & training
- Techniques & media
- Financing for communication
- Additional comments



...the idea of strategic planning is very important not just work in routine base. Orientation should be done not only for the staff, but for most of the hierarchy....

...Veterinary services should institutionalise communication as a necessary intervention in disease control, equivalent to other interventions such as vaccinations or surveillance or diagnosis. It should not be viewed as of lesser importance and given the facilitation it requires in terms of funding, personnel, training and equipment...



World organisation for animal health
Organisation mondiale de la santé animale
Organizacion Mundial de Sanidad Animal

12 rue de Prony
75017 Paris, France
Tel: + 33 (0)1 44 15 18 88 – Fax: + 33 (0)1 42 67 09 87
Email: oi@oie.int
<http://www.oie.int>



Sub-Regional Representation for Southern Africa
Représentation Sous-régionale pour l'Afrique australe
Representacion Subregional para la Africa austral

P.o.box 25662
Gaborone, Botswana
Tel: + 267 391 44 24 – Fax: + 267 391 44 17
Email: srr.southern-africa@oie.int
<http://www.rr-africa.oie.int>