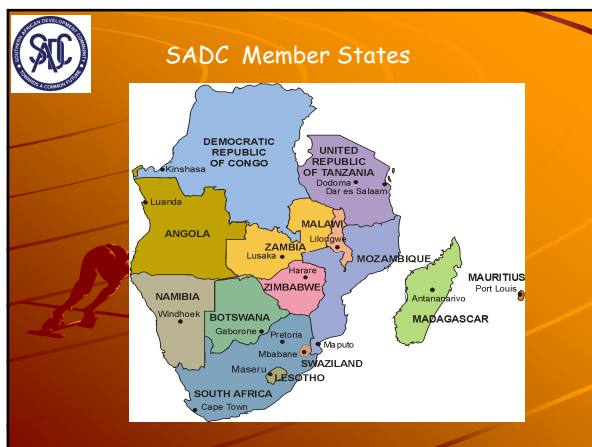




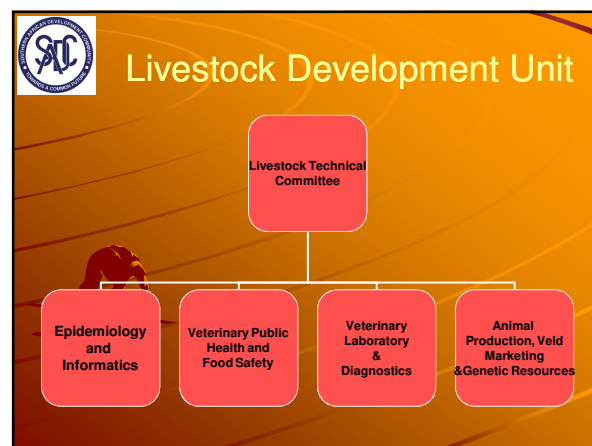
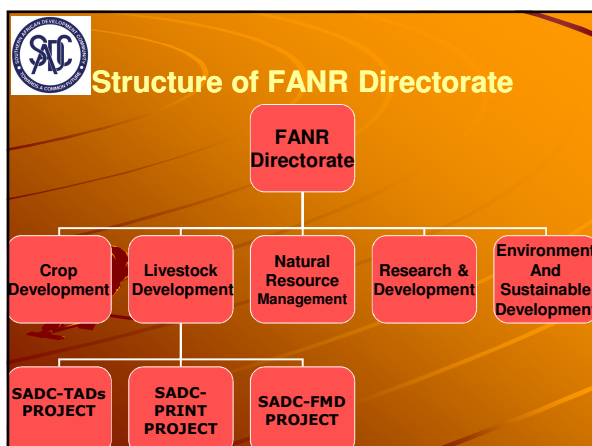
SADC REGIONAL COMMUNICATION STRATEGY

OIE Regional Seminar on Communication, Botswana, 22 and 23 September, 2009

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- Introduction
 - Directorates of SADC Secretariat
 - FANR Directorate
 - Corporate Communication Unit



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- ## DIRECTORATES OF SADC
- TRADE, INDUSTRY, FINANCE & INVESTMENTS (TIFI)
 - FOOD, AGRICULTURE & NATURAL RESOURCES (FANR)
 - SOCIAL AND HUMAN DEVELOPMENT & SPECIAL PROGRAMMES (SHD&SP)
 - INFRASTRUCTURE AND SERVICES (I&S)





ALIVE PLATFORM AND SADC JOINT TECHNICAL COMMITTEE ON HPAI

REGIONAL COMMUNICATION
STRATEGY FOR SADC
Guide Member States to Develop their
Own National Communication
Strategy



TARGET OF STRATEGY

NOT ONLY FOR AVIAN INFLUENZA BUT
FOR OTHER ANIMAL AND HUMAN
HEALTH DISEASES



OBJECTIVES OF STRATEGY

- ✦ Instill a high sense of urgency within the hierarchy
- ✦ Equip countries to implement proven communication interventions
- ✦ Collaborate with other similar initiatives in the region and in countries
- ✦ Build capacity to rapidly identify any disease outbreak or any other urgency
- ✦ Offer targeted "Behavior change communication", including Risk Communication



OBJECTIVES

- ✦ Safeguard livelihoods and reduce impacts of any outbreak
- ✦ Create ownership and participation, and involve:
 1. Public and private sector
 2. Civil society partners
 3. Community groups
 4. Technical assistance partners
 5. Donor agencies



TARGET AUDIENCE

PRIMARY TARGET

1. Heads of Governments, Policy Makers, Heads of Agricultural and Health Institutions.
2. Those considered as high risk groups – Farmers, including small farmers



TARGET AUDIENCE

SECONDARY TARGET

1. Media, provided with timely and accurate information
 - ✦ Print
 - ✦ Broadcast
2. General public
 - ✦ Raising awareness
 - ✦ Deepening knowledge



COMMUNICATION APPROACH

- ✦ Support countries in the design and development of initiatives
- ✦ Develop regional prototype tools
- ✦ Train key national facilitators
- ✦ Promote cross - border and sub – regional communication initiatives
- ✦ Promote public/private participation
- ✦ Support technical and institutional training



COMMUNICATION APPROACH

- ✦ Disseminate guidelines and protocols for media engagement
- ✦ Establish mechanism for information sharing among countries
- ✦ Mobilise resources from donors
- ✦ Provide regular updates to media
- ✦ Monitor and evaluate communication activities
- ✦ Establish effective coordination



COMMUNICATION CAPACITIES IN THE SADC REGION

- ✦ National Task Forces for HPAI
- ✦ Media:
 1. Print
 2. Broadcast – Radio and TV
- ✦ Government Extension Services:
 1. Posters and Pamphlets
 2. Farmer training and visits
- ✦ Corporate Communication Unit of SADC for regional purposes



REALEBOGA
THANK YOU
MERCI BEAUCOUP
OBRIGADO