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Communication with the media : general principles and outcomes of the OIE Seminar on Communication held in Gaborone in September 2009

OIE Regional Information Seminar for newly appointed OIE Delegates
Gaborone (Botswana) March 9 – 12th, 2010




The framework

Resolution Nr XXI OIE
General Assembly 2001

RESOLUTION Nr. XXI
The Role of Communication in Animal Health

The Committee and Council of International Epizootic and Zoonotic Diseases have to be held in the framework of the OIE General Assembly. The Committee of International Epizootic and Zoonotic Diseases has the honor to inform the General Assembly of the results of its work. The Committee and Council of International Epizootic and Zoonotic Diseases have to be held in the framework of the OIE General Assembly. The Committee of International Epizootic and Zoonotic Diseases has the honor to inform the General Assembly of the results of its work. The Committee and Council of International Epizootic and Zoonotic Diseases have to be held in the framework of the OIE General Assembly. The Committee of International Epizootic and Zoonotic Diseases has the honor to inform the General Assembly of the results of its work.


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The framework

Resolution Nr XXI OIE
General Assembly 2001

Fourth OIE Strategic
Plan (2006-2010)

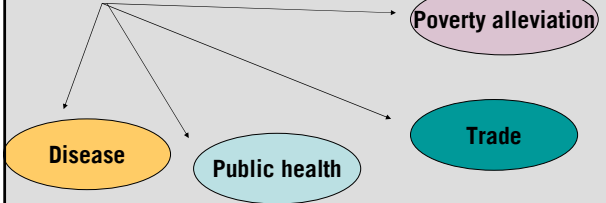


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Improving communication : an OIE strategy

INVESTING IN ANIMAL HEALTH MECHANISMS:





Communication must be supported by V.S.

“Get the work done and let them know”

Policy makers and civil society must be convinced of the economic and social worth of the missions the VS perform every day.



The zoonotic threat

Veterinarians and public health




Feeding the planet



Veterinarians and food



From the farm to the fork



Veterinarians and food safety



Preserving the living world



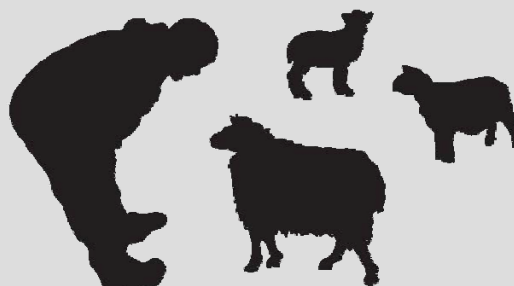
Veterinarians and biodiversity



Living together



Veterinarians and animal welfare



What is the goal ?



- To promote a sound *"animal health environment"*
- Foundation of an animal health communication strategy
- For the continuous implementation of the relevant communication guidelines in animal health policies and activities
- To make consumers throughout the world aware of the importance of animal health issues

The One World One Health concept



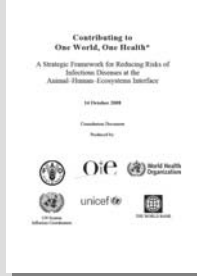
A global strategy for preventing and managing risks at the animal-human interface

The One World One Health concept



- FAO/OIE/WHO/UNICEF in response to the New Delhi recommendation (The International Ministerial Conference on Avian and Pandemic Influenza, 2007).

- A global strategy for managing risks of infectious diseases at the animal-human-ecosystems interface

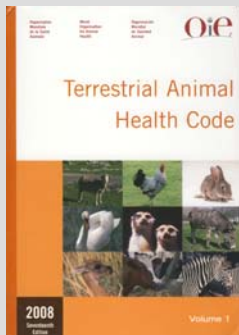


The OIE and communication



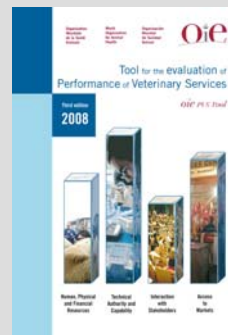
- The importance of communication as a discipline and a profession has been well recognized
- The need for definitions, terms of reference and standards has been identified
- *Ad Hoc* group on communication
- First round of MC comments and evaluations by the Code Commission (September 2009)

The OIE Terrestrial Code and communication



- Proposed chapter on communication to be introduced in the Code
- The full integration of communication into the Code will be the effective mechanism to create the necessary incentive for countries, ministries to incorporate communication strategies within animal health policies

The OIE PVS tool and communication



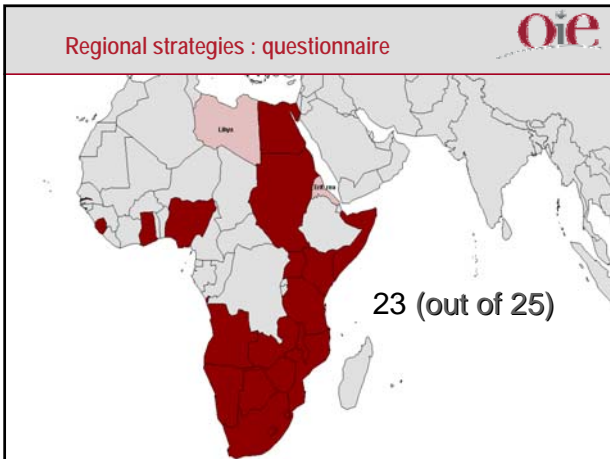
- The OIE is currently reviewing and updating this tool
- Elements to assess the competence and commitment to communication of a modern Veterinary Service are being incorporated

Regional strategies : Gaborone, 2009



Regional strategies : Gaborone, 2009





Regional strategies : Gaborone, 2009 

Participant's profiles :

- Representatives of the veterinary services
 - OIE Delegates and/or Chief Veterinary Officers
 - Communication Officers, P.R. Officers
- Representatives of the media & communication
- Representatives of consumers & producers
- International & regional agencies

Regional strategies : Gaborone, 2009 

Participant's profiles :

- Representatives of the veterinary services
- Representatives of the media & communication
 - Agence France Presse (South Africa)
 - The East African (The Nation) Kenya
- Representatives of consumers & producers
- International & regional agencies

Regional strategies : Gaborone, 2009



Participant's profiles :

- Representatives of the veterinary services
- Representatives of the media & communication
- Representatives of consumers & producers
 - *South African Poultry Association (South Africa)*
 - *Consumers International (South Africa)*
- International & regional agencies

Regional strategies : Gaborone, 2009



Participant's profiles :

- Representatives of the veterinary services
- Representatives of the media & communication
- Representatives of consumers & producers
- International & regional agencies
 - *Southern African Development Community (SADC)*
 - *African Union (IBAR)*
 - *Food and Agriculture Organisation (UN)*
 - *World Organisation for Animal Health (OIE)*



Contents



- OIE questionnaire survey
- Approaches adopted by OIE, FAO, SADC
- *Country case studies* :
 - Namibia : African Swine Fever
 - Nigeria : Highly Pathogenic Avian Influenza
 - South Africa : Food safety issues
- The media perspective : AFP, East African, BTV
- The stakeholders perspective :
 - Consumers and
 - Producers (poultry industry)

Contents



- *Country case studies* :
 - Kenya : Rift Valley Fever
 - Angola : Rabies
 - Botswana : Foot-and-Mouth disease
- Policy advocacy and gaining political support : best practices...
 - Nigeria
 - Tanzania
 - Egypt
 - Ghana





Recommendations

- An improved global, regional, sub-regional and national veterinary governance must encompass **communication policies, strategies and resources** directed to the stakeholders and the general public;
- The importance of the process of communication must be among the priorities of **OIE Regional and Sub-Regional Representations, RAHCs and national Veterinary Services**, particularly for disseminating information;



Recommendations

- The OIE continue to provide technical support to all Members particularly developing countries to strengthen the **communication capacities in the Veterinary Services** in order to continuously respond to national and **international demands** and to help MC to comply with OIE standards, guidelines & recommendations;
- Members should assess their needs taking into account the **relevant criteria of the OIE PVS Tool** to develop information and communication strategies within Veterinary Services to respond to both crisis situations and routine/long term requirements;

Recommendations



- Communication teams, including professional communicators, should be fully **integrated** as a **component of the Veterinary Services** and under the direct authority of the Veterinary Authorities;
- Chief Veterinary Officers should request Government authorities to provide **adequate organisational and budgetary support** for the communication objectives of Veterinary Services, including communication training, in accordance with Resolution XXI of May 2001 voted by all OIE Members;

Recommendations



- National Veterinary Services **communication teams liaise closely and on a regular basis with OIE** and other relevant international organisations, on specific events requiring coordination in information, dissemination and/or communication management;
- National Veterinary Services communication teams liaise with their **counterparts within the public health services** for the coordination in information, dissemination and/or communication strategy and management on the prevention and control of zoonoses;

Recommendations



- National Veterinary Services must communicate **with other relevant stakeholders** (private sector, producers, consumers);
- Members identify and communicate to the OIE the **data of the communication officer** within the communication team of their national Veterinary Services, the team and the officer being nominated by and under the general direction of the Chief Veterinary Officer;

Recommendations



- The OIE provide Members with the guidelines of communication and information strategies within its field of competence, and assist Members in **developing strategies in collaboration with the RAHC and Regional Economic Communities** through existing alliances and coordination mechanisms such as GF-Tads;
- **Media training sessions** on relevant animal health issues are being organised on a regular basis by the national Veterinary Services, with the possible assistance of the OIE Regional and/or Sub-Regional office;

Recommendations



- OIE Members are urged to proactively make **transparent and science based information available to the media** and the general public, thereby strengthening Veterinary Service's public image as an accountable and authoritative source of information on any relevant event relating to animal health and public health;
- The OIE be considered by its Members as **the lead organisation for development of international strategies on the communication of standards, guidelines and recommendations on animal health and welfare** and the relevant OIE press releases and editorials, as well as any OIE communication support, be taken as an appropriate basis for the communication of national Veterinary Services.



OIE Communication Unit



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