



Organisation Mondiale de la Santé Animale

World Organisation for Animal Health

Organización Mundial de Sanidad Animal

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Service Note

Ref.: Service Note No. 2012/10 "Promotion of OIE multimedia tools"

Subject: multimedia tools

The OIE Communication Unit produces numerous multimedia tools designed to inform various target groups about the OIE's missions, enhance its visibility and explain the key issues in which it is actively involved.

The impact of these tools depends largely on their being widely distributed and correctly targeted.

The OIE's various departments are regularly called upon to organise seminars for Focal Points, meetings for Working Groups and *ad hoc* Groups, Conferences for Regional Commissions and World Conferences, and of course the annual World Assembly of Delegates.

The Regional and Sub-Regional Representations actively participate in all of these key OIE events.

I am therefore asking all OIE staff, whether at Headquarters or in the Regions, to systematically promote the OIE's multimedia tools at these various events, which provide highly effective opportunities for their distribution and dissemination.

Many different promotional methods exist and the most suitable approach can be determined in consultation with the Communication Unit. Here are some examples:

- arrange for them to be disseminated in meeting rooms, etc.;
- distribute the appropriate CDs and USB memory sticks;
- include relevant films and recorded interviews in PowerPoint presentations given by OIE staff;
- show films and other OIE promotional material during the introduction to Conferences and other events (showing them during the breaks has usually proved less effective)
- draw attention to the material available on the OIE website, including OIE publications, in all PowerPoint presentations;
- encourage sharing and commenting on this material on the social media, including YouTube and Flickr, where the OIE is present.

The following multimedia tools are currently available:

- OIE A-Z (formerly 'Delegate's Vademecum')
- Institutional film
- 6 video clips on the role of the veterinary profession, co-produced with the European Commission for World Veterinary Year
- Interview with HRH Princess Haya
- Animation on the OIE's standard-setting procedure
- Video clips for World Veterinary Day
- Interviews with the Director General and interviews with experts
- Animation on rinderpest eradication
- OIE photo gallery
- OIE *Bulletin*
- Scientific publications likely to interest the media

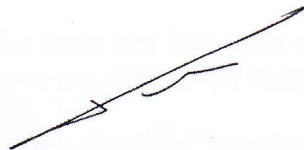
How to obtain these products:

- From the OIE website, on the pages entitled: Specific Issues, OIE videos, For the media;
- On the OIE's YouTube channel;
- On the OIE's Flickr page;
- the institutional film and OIE A-Z (formerly 'Delegate's Vademecum') on DVD, USB memory stick (currently being distributed to all Departments, RRs and SRRs) and on the OIE website.

It is imperative for one or more of these communication tools to be used, described or mentioned at every public event managed or co-managed by the OIE, and this is the responsibility of the OIE senior staff organising the event.

The managers of the regional websites are also invited to include these products on the regional sites.

You are kindly requested to inform me if you encounter any difficulties when applying this instruction and/or inform me of any suggestions aimed at enhancing the dissemination of the OIE's multimedia tools.



Bernard Vallat