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 Organization Mondiale de la Santé Animale / World Organization for Animal Health / Organización Mundial de Sanidad Animal

The importance of communication for VS worldwide

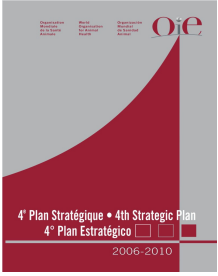


OIE Regional Seminar on Communication
 Gaborone, Botswana 22-23
 September 2009

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 Head, Communication Unit

THE FRAMEWORK

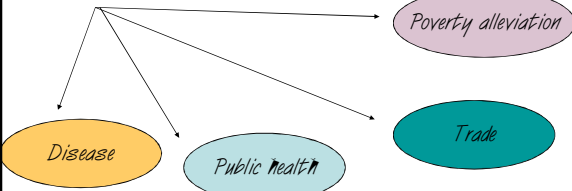
- ➔ Resolution Nr XXI OIE General Assembly 2001
- ➔ Fourth OIE Strategic Plan (2006-2010)



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IMPROVING COMMUNICATION: a strategic direction for the OIE

INVESTING IN ANIMAL HEALTH MECHANISMS:



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COMMUNICATION MUST BE ACKNOWLEDGED AND SUPPORTED BY VS

✓ "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.

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THE ZOOONOTIC THREAT

✓ Veterinarians and Public Health




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FEEDING THE PLANET

✓ Veterinarians and food



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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



EFFECTIVE ANIMAL HEALTH COMMUNICATION



'A KEY EVENT'

- ✓ Animal Health Communicator's Roundtable - Rome, April 2007 (FAO/OIE)
- ✓ Advocate the importance of the process of communication



The concept of "One World-One Health" (OWOH)



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



THE CONCEPT OF OWOH

✓ FAO/OIE/WHO/UNICEF in response to the New Delhi recommendation

(The International Ministerial Conference on Avian and Pandemic Influenza, December 2007).

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



Communication within the OIE

✓ 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



Communication within the OIE

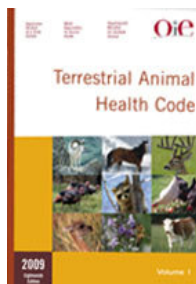
Ad hoc group on communication

SEPTEMBER 2009:

✓ First round of MC comments evaluations by the Code Commission



THE OIE CODE



✓ 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



Thank you for your attention

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