



Aziza BENCHERIFA

OIE Communications Officer

Rabies ends here
OIE communication campaign

RABIES ENDS HERE

The campaign and its tools



Tollwut
داء الكلب
Rabies
Rage
狂犬病
Rabia
रेबीज
Rabbia
Haromotana
Wścieklizna
Raiva
Бешенство
พิษสุนัขบ้า
Kuduz
...

RABIES ENDS HERE WITH ME



Every 9 minutes, someone dies from rabies. | I join
I stop the disease: I vaccinate a dog. | #rabiesendshere

oie WORLD ORGANISATION FOR ANIMAL HEALTH
Protecting animals, preserving our future

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Objective of the campaign

CONTEXT

Dog-mediated human rabies can be eliminated by **tackling** the disease at its **source: infected dogs**



Dog vaccination is the most effective measure to **stop the spread** of rabies



OBJECTIVE

To **increase** the number of **dogs vaccinated** against rabies worldwide



© Serengeti Carnivore disease project



© Serengeti Carnivore disease project

Means to achieving this objective

Generate a **sense of pride** in people who have had a **dog vaccinated** against **rabies**

Acknowledge the efforts of people who vaccinate their dogs



Create a **#rabiesendhere community** on social media as a tool to spread the word



Rabies ends here WITH ALL

Target audiences

Dog owners, members of communities with dogs



- **Vaccinate** their dogs and inspire others to do the same
- **Support** the cause
- **Join** the #Rabiesendshere community

Veterinary Services,
Veterinarians,
Veterinary Students



- **Adapt** the campaign if needed
- **Disseminate** the tools at local level
- **Join** the #Rabiesendshere community and spread the word

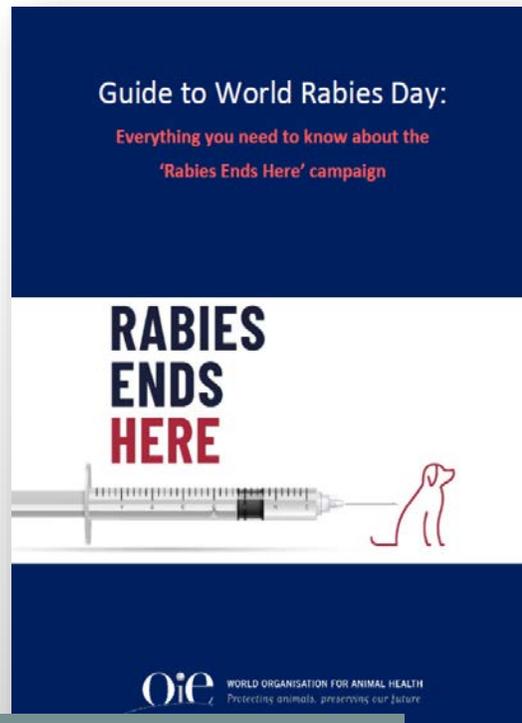
Rabies Stakeholders



- **Support** the cause
- **Spread** the campaign
- **Join** the #Rabiesendshere community

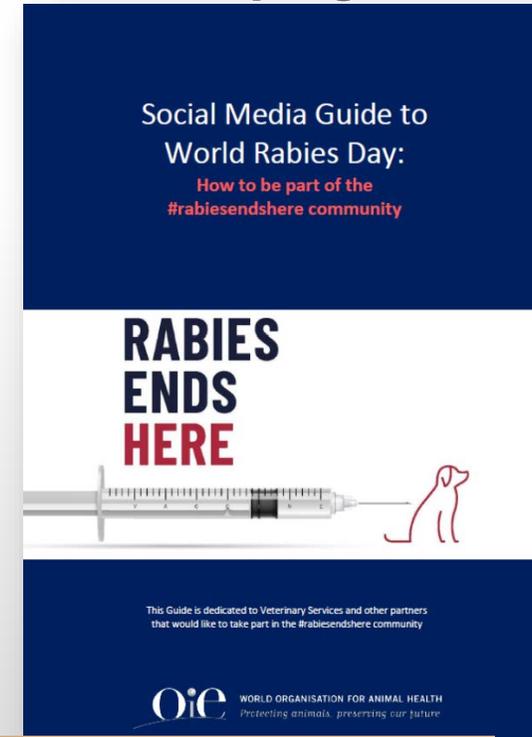
Stepping into the campaign

How to run your campaign locally?



General Guide

How to create your digital campaign?



Social Media Guide

Available in 6 languages

Russian, English, French, Spanish, Madarin, Arabic

Printable tools

To create a sense of *pride* in dog vaccination

Posters	Vaccination certificates	Flyers
 <p data-bbox="614 525 848 611">International poster</p> <p data-bbox="519 953 766 1029">National posters <i>With various visuals</i></p>	 <p data-bbox="1047 996 1551 1086">Give to owners to create a sense of pride in having a dog vaccinated</p>	 <p data-bbox="1612 1039 2130 1182">Print to advertise the campaign and support people in joining the digital campaign</p>

Print for vaccination campaigns, to display in clinics, and to use on the web and in social media

Give to owners to create a sense of pride in having a dog vaccinated

Print to advertise the campaign and support people in joining the digital campaign

Printable versions available for download

Digital and social media tools

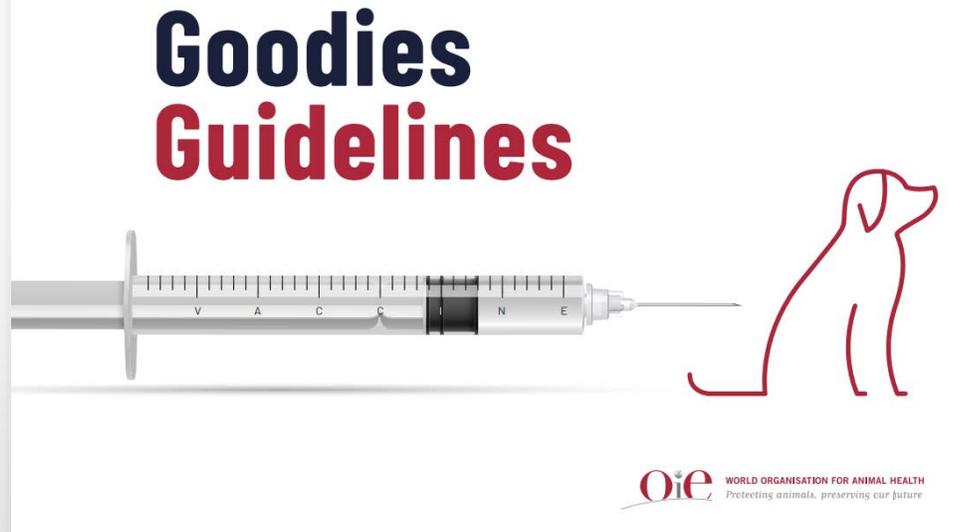
Use these to build the **#rabiesendshere** community

Video	Social media tools		
	Facebook profile picture frame	Campaign logo for social media posts	Photo frames
			
<p>Share this one-minute video to highlight the role that we all have to play in stopping rabies</p>	<p>Customise your profile picture on Facebook</p>	<p>Use it in your social media posts</p>	<p>Add it to your photos on social media</p>

Available in 6 languages
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Goodies

Goodies Guidelines



With examples of goodies

Please note that the OIE does not provide the goodies themselves



Blockmarks are available to download for branding goodies

Accessing the resources: Trello

The screenshot shows a Trello board titled "World Rabies Day Toolkit" with a public visibility setting. The board is organized into several columns, each representing a different resource category:

- RABIES ENDS HERE | OIE communications campaign:** Contains text about the campaign, including "ABOUT THE CAMPAIGN" (Dog vaccination is the solution to stop rabies at its animal source and prevent tens of thousands of human deaths around the world every years.) and "WHO CAN BE INVOLVED?" (Veterinary Services, dog owners, community members, YOU ALL have a ROLE to play. Because behind each vaccinated dog, there is a man, a woman, a child, who made the move to vaccinate their animal or the one of their community.). It also includes a "START PREPARING YOUR CAMPAIGN!" section and an "Add another card" button.
- Guides to implement the campaign:** Contains two cards: "Guide to World Rabies Day: Everything you need to know about the Rabies Ends Here campaign" and "Social Media Guide to World Rabies Day: How to be part of the RabiesEndsHere community". It includes an "Add another card" button.
- Posters:** Contains a card for "International posters EN | FR | ES | RU | CH | AR" with an "Add another card" button.
- Certificate and Flyer:** Contains two cards: "Certificate and Flyer" (with a "Certificate EN | FR | ES | RU | CH | AR" link) and "Flyer EN | FR | ES | RU | CH | AR". Both include an "Add another card" button.
- Video and animation (GIFs):** Contains two cards: "Video EN | FR | ES | RU | CH | AR" (with 8 items) and "GIFs EN | FR | ES" (with 9 items). Both include an "Add another card" button.
- Social Media tools:** Contains two cards: "Profile Picture Frames EN | FR | ES | RU | CH | AR" (with 13 items) and "Photo Frames EN | FR | ES | RU | CH | AR" (with 10 items). Both include an "Add another card" button.

Find all guidelines and tools on the dedicated **Trello platform** to download print and web versions in all 6 available languages.

Additional resources: OIE rabies portal
www.oie.int/rabies

Spread the campaign #Rabiesendshere!

Getting started!

- Get acquainted with the campaign tools : Start **downloading** and using them!
- Contribute to building the **#rabiesendshere** community:



SEP 28 Rabiesendshere - World Rabies Day 2020
Public · Organisé par World Organisation for Animal Health - OIE

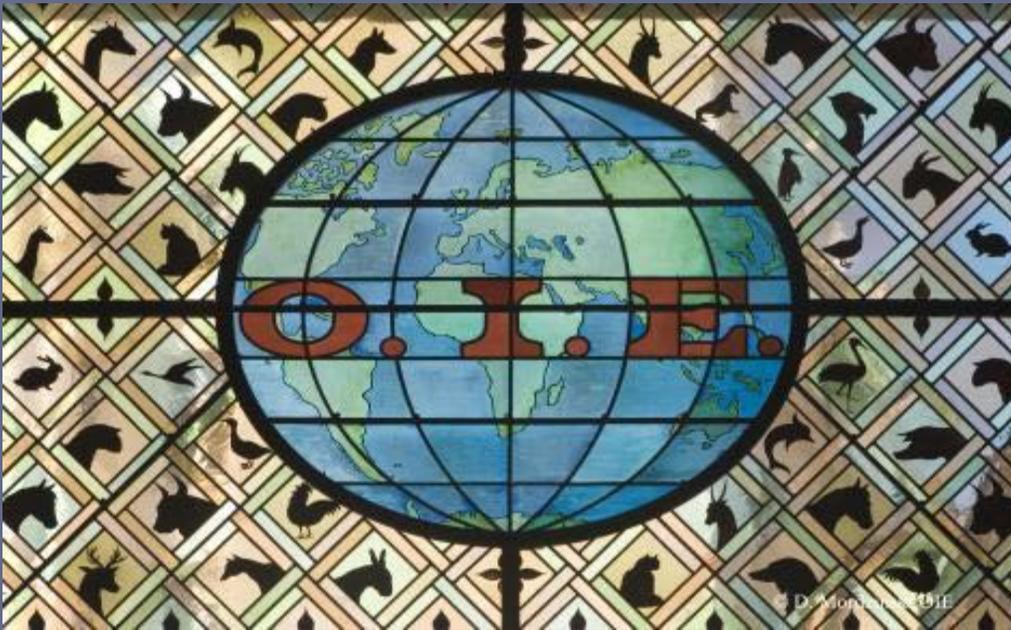
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- **Post** on social media with the dedicated hashtag
- **Join** the dedicated Facebook event and **invite** your network!

Let the fight against rabies become viral!

Thank you for your attention



12, rue de Prony, 75017 Paris, France
www.oie.int
media@oie.int - oie@oie.int



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