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OIE Head of Communication Unit

The Communication at the OIE **Current activities and new strategy for 2020-25**

Regional Seminar for OIE National Focal Points for Communication
19-21 November 2019 | Budva, Montenegro

- What do we work for?
- Our campaigns, your toolkits
- Other 2019 activities
- The new OIE regional website
- What is next in 2020?

- What do we work for?
- Our campaigns, your toolkits
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- What is next in 2020?

We communicate to **GENERATE ACTIONS**

The importance of our communication



A new age

Today, a person is subjected to more information in a single day than a person in the middle ages was in their entire life!



Image credit: http://4.bp.blogspot.com/-dAZSZSlgSK8/TkfiLn5QsDI/AAAAAAAAABmE/67VbtcdgSps/s1600/information_overload.jpg

2011

Quality Standards



SECTION 3.

- Chapter 3.1.
- Chapter 3.2.
- Chapter 3.3.
- Chapter 3.4.

QUALITY OF VETERINARY SERVICES

- Veterinary Services
- Evaluation of Veterinary Services
- Communication**
- Veterinary legislation

Terrestrial Animal
Health Code

2015

Volume I

- Communication should be **an integral part of all the activities** of the Veterinary Services.
- The application of the science and technique of communication involves **modulating messages** in accordance with situations, objectives and target audiences.

We work to protect the health and welfare of animals globally, leading to economic prosperity as well as social and environmental well-being of populations

Reinforcing trust through **TRANSPARENCY** and communication

we are

Spreading scientific and technical knowledge by:

Providing technical **Veterinary expertise**

Collecting and disseminating **disease data** notified by Member Countries



we will

Improve governance to **strengthen science** and expert roles

Share our expert **data analysis** through **WAHIS***



Modernise our external **communication tools**



* The OIE World Animal Health Information System

Improving animal health and welfare by appropriate **RISK MANAGEMENT**

we are

Developing **science-based** guidelines and **standards** to address:



Antimicrobials use and alternatives

Global disease control and eradication

Biothreat reduction

Climate change and biodiversity



we will

Incorporate **social, economic and environmental sciences**

Further implement the **One Health** concept

Enhance countries' **official disease status** recognition

Take into account **new technologies**



Supporting and strengthening **VETERINARY SERVICES** at the front lines of public health

we are

Addressing **human-animal health emergencies** with partners

Enhancing **global governance** of animal health systems



Improving **capacities** of Veterinary Services in Member Countries



we will

Highlight **benefits** brought by sustainable Veterinary Services

Adapt our capacity-building programmes to **fit local contexts**

Further improve the **quality of Veterinary Services** through the **PVS Pathway***

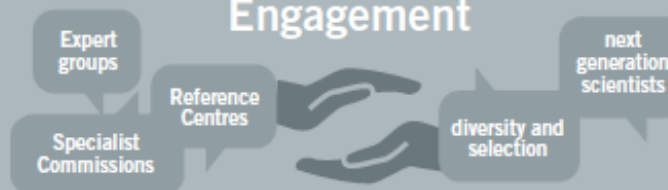


*OIE Programme to improve the performance of Veterinary Services

Excellence



Engagement



Management



The Communication Handbook



- A **One Health** collaboration
- Developed in 2015 based on a WHO methodology
- Simple and comprehensive to develop adequate messages and handle media
- Contains OIE international Standards for communication

www.oie.int/communication_handbook

The Focal Points seminars



- Already nearly **400 VS staff trained** globally since 2014
- 4 seminars in total in Europe
- 3 seminars with a continuity to strengthen capacities on the long term, last in Budva, Montenegro last week

“It was really valuable to interact with a group like this, coming from different structures and cultures, and speaking different languages. It's always a pleasure to come. I bring back my suitcase full of ideas and enriching contacts”.

Continuous exchanges within the year

Communication Focal Points

Help us to build the communication tools on African swine fever and take an active role in the prevention of this disease



African swine fever: a current global challenge

As we enter 2019, the spread of African swine fever is causing concern for Veterinary Services, whether they are in an affected region, or not. To address this situation, everyone must remain alert and take action.

Prevention is essential to limit the spread of the disease

The OIE is developing a toolkit to support Members and ensure that travelers and airport staff, pork product traders & consumers, as well as pig farmers and traders are well informed on the behaviours to adopt to prevent the spread of the disease.

Your inputs are important for us

This week, the first version of the tools will be shared with you in the Yammer platform to make an informal consultation.

Take part in



MONHESSEA KPEYA Follow — September 12, 2018 at 8:46 PM from Android

Le GTT Communication sur les risques de la plate-forme multisectorielle One Health de la Côte d'Ivoire affine davantage ses armes et sa stratégie. Après le séminaire de Grand Bassam la semaine dernière, place à la formation des formateurs en communication des risques et ce, à partir du lundi 19 septembre 2018, à Yamoussoukro dans la capitale politique ivoirienne. Monsieur Zio Moussa, journaliste émérite sera le principal formateur des membres du GTT (30) au total. À bientôt pour les images et le compte rendu détaillé.



UNLIKE REPLY SHARE

WE NEED YOU



Dear OIE Delegates,
Dear OIE Focal Points,

In the framework of the [OIE Strategy on Antimicrobial Resistance and the Prudent Use of Antimicrobials](#) published in November 2016, the OIE launched a communication campaign on the responsible and prudent use of antimicrobials in animals in 2017 which continued this year with new resources and tools developed from your feedback.

We would appreciate having your feedback on this international "WE NEED YOU" campaign, to understand its main strengths and your suggestions in improving its implementation.



- Feedback on the different surveys and documents related to communication received
- Identification of needs
- Yammer platform

Communication needs in Europe

30/53 countries participated in the survey

Capacity building focus on:

	EUROPE
Social media	14%
Risk communication	13%
Crisis communication	13%
Animal health and welfare education	13%
Behaviour change	11%
Dissemination strategies	10%
Press relations	6%
Editorial content production	4%
Network animation	4%
Precaution advocacy	4%
Outrage management	4%

Addressed in the programme of the last seminar

- What do we work for?
- Our campaigns, your toolkits
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- What is next in 2020?

Together we spread the word



PESTE SUINA AFRICANA

A peste suína africana (PSA) é uma doença altamente contagiosa de suínos domésticos e selvagens, não ocorre naturalmente na América Latina, África, não representa perigo para a saúde humana, mas pode causar grandes perdas económicas na sua região.

Se pretende criar um novo porquinho, procure a origem da sua semente e proteja os seus suínos e o ambiente ao redor.

Não dissemine a doença.

PSA mata os porcos

Produtores de suínos

Não seja o portador de uma doença fatal para os suínos

CUMPLA MEDIDAS BÁSICAS D

ВЫ НУЖНЫ НАМ

в реализации новой кампании по устойчивости к противомикробным препаратам

WE NEED YOU

ОСТОРОЖНОЕ ОБРАЩЕНИЕ С ПРОТИВОМИКРОБНЫМИ ПРЕПАРАТАМИ

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

Multiple communication campaigns developed by the OIE available to countries for **ADAPTION** and **DISSEMINATION** to address your national targets

A campaign to change behaviours

Who needs to change their behaviour?

Everyone in direct or indirect contact with domestic or wild pigs, or with pork products

General communication objective

Targets are aware of and take the necessary precautions to prevent the further spread of ASF



**Don't be the carrier
of a deadly pig disease**



ASF kills pigs

OIE awareness campaign

- Tools available in a [Trello board](#) in: **EN, FR, ES, CH and RU**
- Adapted/translated by countries/partners into more than **10 additional languages**
- More than **60 countries** used the campaign worldwide

Ce tableau est défini sur public. Les administrateurs du tableau peuvent modifier son paramètre de visibilité à tout moment. [En savoir plus ici](#)

African Swine Fever | OIE | Personnel | Public | LE O A BD B +24 Inviter

How to use
Welcome! Click here to learn more about African swine fever (ASF)

Language Codes
EN (English) | FR (French) | ES (Spanish) | CH (Mandarin) | RU (Russian)

BROWSE THE TOOLS on this board to learn more and **CONTRIBUTE TO RAISE AWARENESS** on prevention measures. Stay up-to-date with the latest information on ASF!

HASHTAGS
#AfricanSwineFever
#ASFstoptheSpread
+ Ajouter une autre carte

ASF Kills Pigs
Poster EN | FR | ES | RU | CH
6

Commercial Pig Farms
Poster EN | FR | ES | RU | CH
6

Hunters
Animation (GIF) EN
2
+ Ajouter une autre carte

Pig Farmers
Animation (GIF) EN
2
+ Ajouter une autre carte

Travellers
Leaflet EN | FR | ES | CH | RU
6

Transport Authorities
Poster EN | FR | ES | RU | CH
+ Ajouter une autre carte

Tools in additional languages

Portuguese
+ Ajouter une autre carte

Croatian
5

Slovakian
7

Tools adapted by countries

Philippines
4

New Zealand
3
+ Ajouter une autre carte

high mortality in pigs
Video EN | FR | ES
7
+ Ajouter une autre carte

Regional risk communication efforts



Survey on ASF communication activities

30 OIE Member Countries from Europe participated in the survey (30/53)

93% develop risk communication activities

59% have a communication action plan

47% implement (or would like to) a health education risk communication strategy

The impact of the campaign in Europe

Survey on ASF communication activities



30 OIE Member Countries from Europe participated in the survey (30/53)

97% were aware of the OIE campaign

42% translated the tools to local languages *More than 10 languages including Slovakian, Croatian, Portuguese, Bulgarian and Romanian*

73% affirmed that different stakeholders used the tools *Such as airlines and hunter associations*

Towards the second phase

Getting prepared for the Lunar new year and beyond



Lunar
New Year

And beyond

November

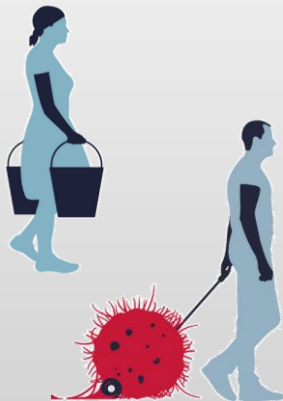
December

January

February

March

April



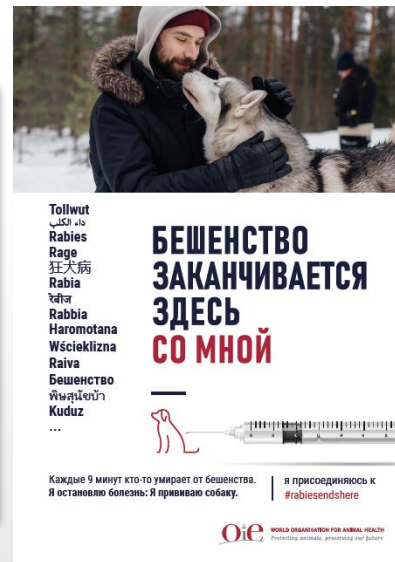
NEW TOOLS
Farmers
Travellers
Passenger carriers

NEW TOOLS
Veterinarians
Veterinary Services capacity building



Rabies ends here !

A campaign, a toolkit, and a community



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

The tools

Printable tools	Digital and social media tools	Goodies
-----------------	--------------------------------	---------

Generate a **sense of pride** in owners who have had their dog vaccinated!

- Posters
- Vaccination certificates
- Flyers

Printable versions available for download



Create and continue to grow a **#Rabiesendshere** community

- Video
- Social media tools



Create some goodies to distribute and use at events to **spread the word**

- Blockmarks for printing



All visuals on printable tools can be adapted to your individual country context

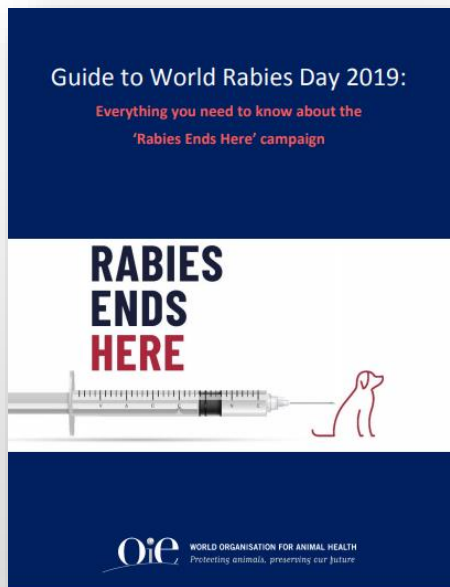
Available in 6 languages
Russian, English, French, Spanish, Madarin, Arabic

Stepping into to the campaign

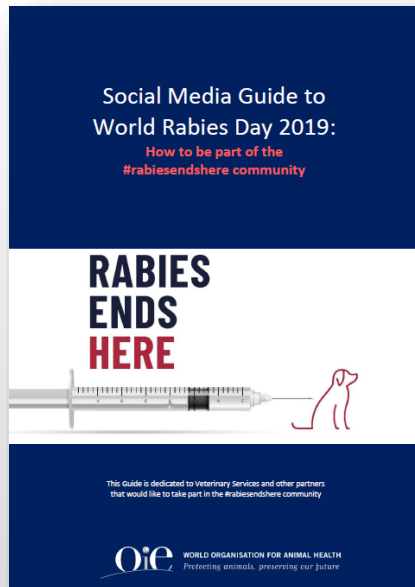
How to run your campaign locally?

How to create your digital campaign?

How to create goodies?



General Guide



Social Media Guide



With examples of goodies
Please note that the OIE does not provide the goodies themselves

Tips to use the campaign in specific contexts depending on your Rabies situation



OIE Rinderpest Challenge

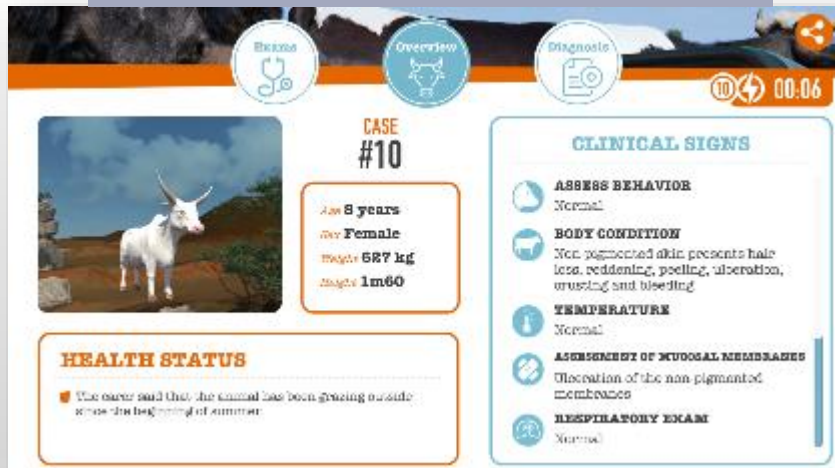
Mid-January 2020

2nd EDITION
COMING SOON !

OIE Rinderpest Serious game based on real cases

2 scenarios

Veterinary Community

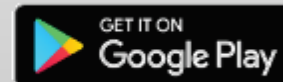


Laboratory practitioners



Play the Game !

www.rinderpestvigilance-game.com



The WE NEED YOU Campaign

- 42 countries used OIE tools
- 23 countries have translated or adapted tools to their local context
- 86% of OIE Delegate and Focal Points report using the website
- Tools and messages disseminated nationally, regionally and globally
- And more...



Building National Capacity for Communication

- National Focal Points for Communication Regional Seminars – 2017-2018
 - Strengthen the capacities of Veterinary Services in Communication & training on Behaviour Change
 - 144 individuals trained

Behaviour Change Initiatives

- Behaviour Change Expert consultation in April 2019
 - Hosted 10 experts with expertise from all OIE regions
 - Outlined challenges in animal health sector
 - Core content and methods for handbook developed
- Handbook for Veterinary Services is currently underdevelopment and expert review



Global Communication and Engagement

- Continued collaboration with Tripartite for the annual World Antibiotic Awareness Week
- Communication on OIE involvement in Tripartite activities
 - Multi-Partner Trust Fund & IACG Recommendations Report



Broadcasting Surveillance Activities

Initiated strong communication on the Third Annual Report on antimicrobials intended for use in animals

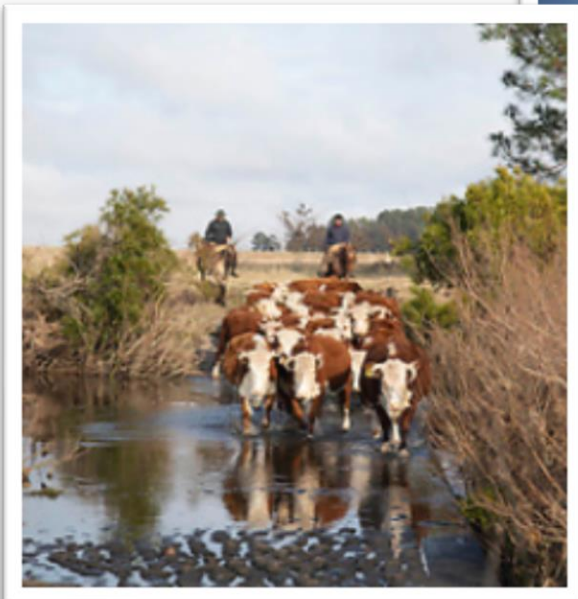
Conducted a teleconference with journalists to foster information exchange

18 articles published and over 180,000 people reached through social media

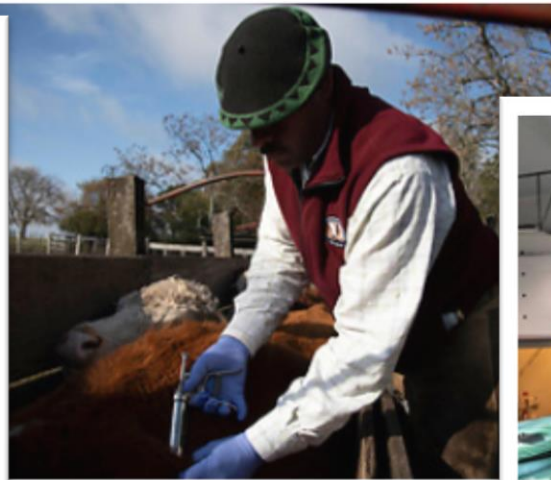


Multimedia Country Success Stories

- Highlighting the efforts of animal health sector through photo, video and interviews; amplifying real world successes
- Actively supports the messages of prudent and responsible use of antimicrobials in our Member Countries
 - Vaccination, good biological practices, AMU Surveillance, hygiene and national registration
- Complete content to be launched online in 2020



Durazno, Uruguay



[Norway Video Link](#)



Haugesund, Norway

Together we highlight your activities

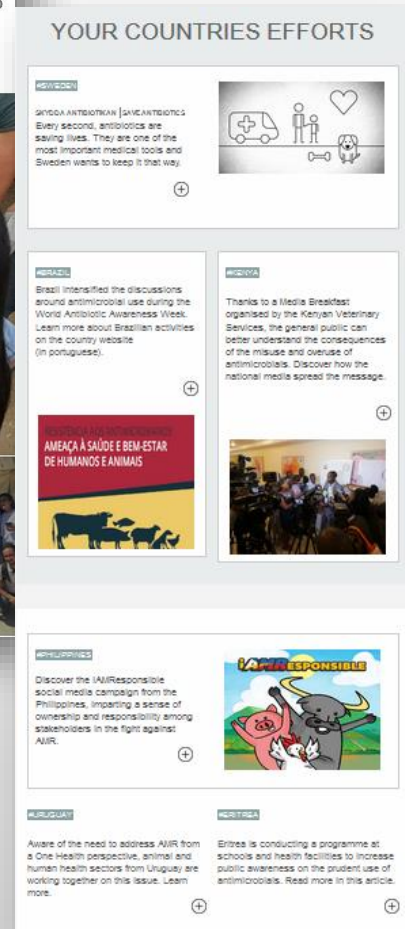


by **SHARING STORIES** that **MOTIVATE** others to take similar actions

- oie.int/twitter
- oie.int/facebook
- oie.int/linkedin

Subscribe to the OIE News

on www.oiebulletin.com



Some examples from around the world



World Antibiotic Awareness Week

2019

Animal Health Sector Activities



- What do we work for?
- Our campaigns, your toolkits
- Other 2019 activities
- The new OIE regional website
- What is next in 2020?

Some of our other activities in 2019

Up to end of November

■ Press relations

- Already 115 press requests
- 20 press releases



■ Social media

- Facebook + 30,5% followers
- Twitter +28% followers
- LinkedIn +99,5% followers

- What do we work for?
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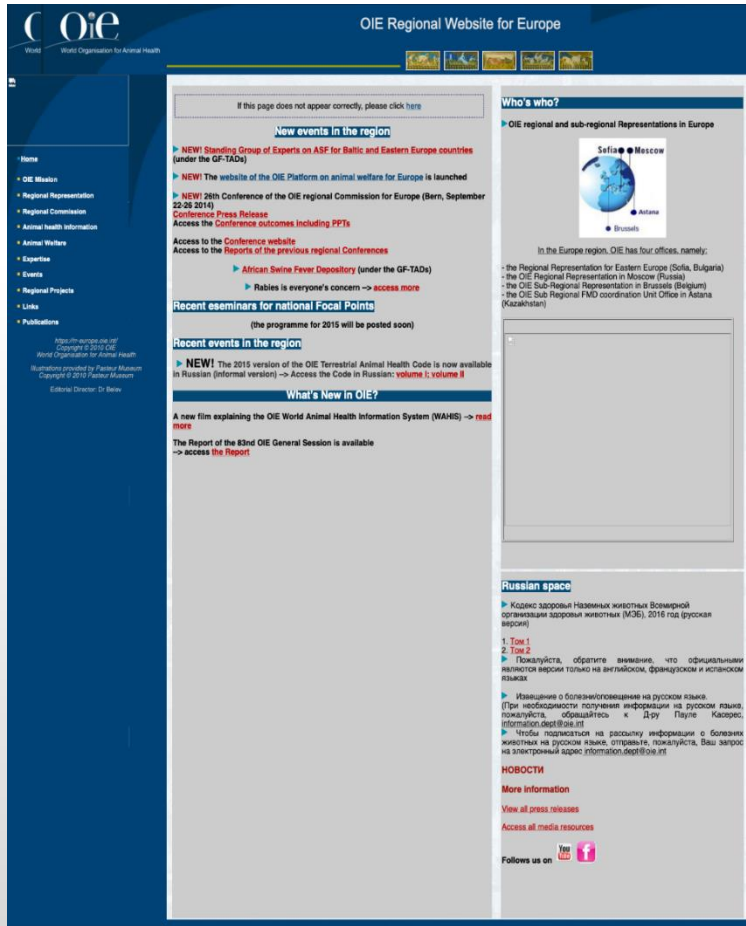
Vienna (12/2017)

Bern (12/2018)

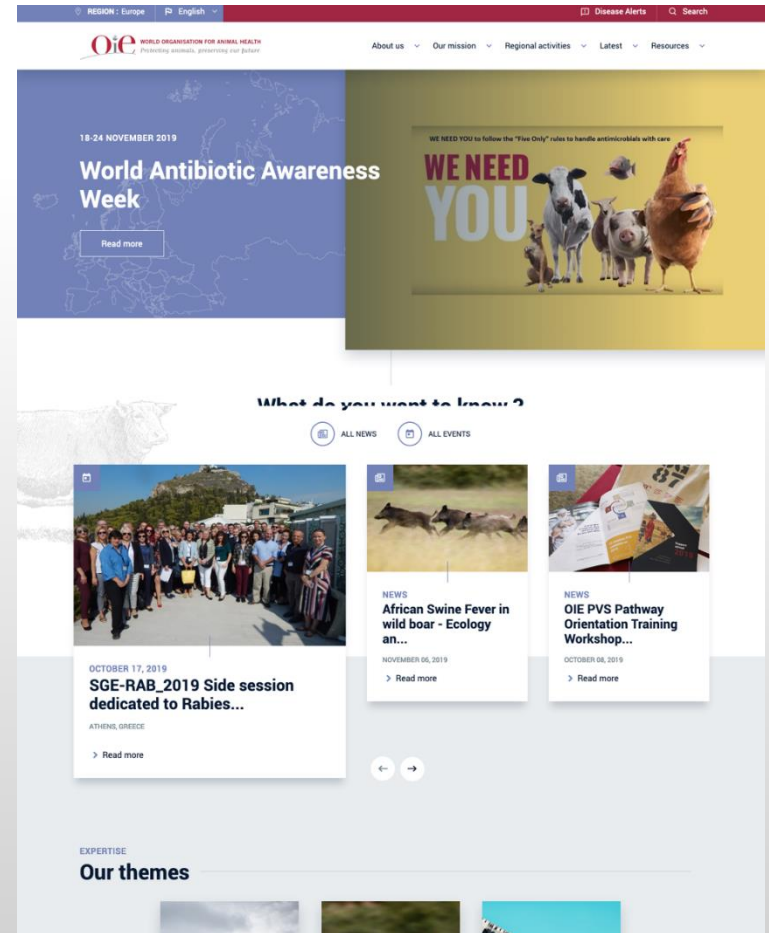
Madrid (04/2019)

Old

New



VS



The renovation of the OIE Regional websites

- Part of **OIE digital transformation** to ease the access to information about animal health in the regions
- **Harmonized** structure and layout among all regions
 - **User friendly** and accessible from all devices
 - New space for **Regional Projects**
- **Easy access** to latest news and events in the region
- Connected with the new OIE-WAHIS for **immediate disease notifications**

- ✓ Own colour
- ✓ Same link as before
- ✓ More and updated content
- ✓ Upcoming events and latest news easy to find
- ✓ Immediate disease notifications filtered by Region (OIE-WAHIS)
- ✓ In English and Russian



Home page

Latest News and Event

Highlited Topic



18-24 NOVEMBER 2019

World Antibiotic Awareness Week

Read more

Map of the Region

WE NEED YOU

WE NEED YOU to follow the "Five Only" rules to handle antimicrobials with care



All news

What do you want to know ?




ALL NEWS



ALL EVENTS

All events



OCTOBER 17, 2019

SGE-RAB_2019 Side session dedicated to Rabies...

ATHENS, GREECE

> Read more



NEWS

African Swine Fever in wild boar - Ecology an...

NOVEMBER 06, 2019

> Read more



NEWS

OIE PVS Pathway Orientation Training Workshop...

OCTOBER 08, 2019

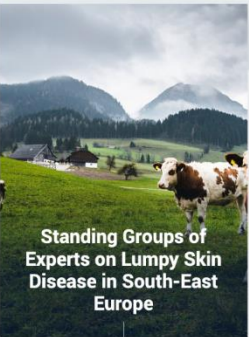
> Read more

Slider

All topics related to OIE work in the Region

EXPERTISE

Our themes



Standing Groups of Experts on Lumpy Skin Disease in South-East Europe




Standing Groups of Experts on African Swine Fever in Europe



Standing Groups of Experts on Rabies for Europe

Collaboration projects


Our projects



PROJECT

GF-TADs Europe

> Discover



PROJECT

AW Platform Europe

> Discover

The new website

Main menu

Region and Language

Link to WAHIS

Find content

REGION : Europe

English

Disease Alerts

Search



About us | Our mission | Regional activities | Latest | Resources

Back to Home

Display Menu

About us

Menu List

THE WORLD ORGANISATION FOR ANIMAL HEALTH

THE REGIONAL COMMISSION FOR EUROPE

DELEGATES

THE OIE NATIONAL FOCAL POINTS →

THE OIE REGIONAL AND SUB-REGIONAL REPRESENTATIONS FOR EUROPE →

THE OIE REFERENCE CENTRES →

Sub-menu

TRAININGS

QUICK ACCESS

GF-TADs Europe

Quick access

Project page

Project Space

Region and Language

Private space

Back to website

Project Logo

Navigate between projects

Dedicated menu for project

Visibility of Donors, Sponsors, Partners

REGION : Europe English

GF-TADS
GLOBAL FRAMEWORK FOR THE PROGRESSIVE CONTROL OF TRANSBOUNDARY ANIMAL DISEASES

Food and Agriculture Organization of the United Nations OIE
WORLD ORGANISATION FOR ANIMAL HEALTH

Login Main site Search

GF-TADS Europe PROJECT MENU

GF-TADS EUROPE

Progressive Control of Transboundary Animal Diseases

← →

INTRODUCTION

The Global Framework for the Progressive Control of Transboundary Animal Diseases (GF-TADS) is a joint initiative of the World Organisation for Animal Health (OIE) and the Food and Agriculture Organization of the United Nations (FAO), which combines the strengths of both organisations to achieve agreed common objectives.

PROJECT FINANCED BY

- Food and Agriculture Organization of the United Nations (FAO)
- World Organisation for Animal Health (OIE)
- European Commission

Project page

Project Menu

Same than the
Main Menu

The screenshot shows a web page header with a dark blue navigation bar. On the left, it displays 'REGION : Europe' and 'English'. On the right, there are links for 'Login', 'Main site', and 'Search'. Below the navigation bar, the page title 'GF-TADs Europe' is shown with a dropdown arrow. To the right of the title is a 'PROJECT MENU' button. A dropdown menu is open, listing four project-specific pages: 'REGIONAL STEERING COMMITTEE OF THE GF-TADs FOR EUROPE', 'STANDING GROUPS OF EXPERTS ON AFRICAN SWINE FEVER IN EUROPE', 'STANDING GROUPS OF EXPERTS ON LUMPY SKIN DISEASE IN SOUTH-EAST EUROPE', and 'STANDING GROUPS OF EXPERTS ON RABIES FOR EUROPE'. A red callout box points to these menu items with the text 'Specific pages for the project'. On the left side of the page, there is a section titled 'GF-TADs Europe' with a brief description: 'The Global Framework for the Progressive Control of Transboundary Animal Diseases (GF-TADs) is a joint initiative of the World Organisation for Animal Health (OIE) and the Food and Agriculture Organization of the United ...'.

REGION : Europe English

Login Main site Search

GF-TADs
GLOBAL FRAMEWORK FOR THE
PROGRESSIVE CONTROL OF
TRANSBOUNDARY ANIMAL DISEASES

Food and Agriculture
Organization of the
United Nations

OIE
WORLD ORGANIZATION
FOR ANIMAL HEALTH

GF-TADs Europe

PROJECT MENU

GF-TADs Europe

– REGIONAL STEERING COMMITTEE OF
THE GF-TADs FOR EUROPE

– STANDING GROUPS OF EXPERTS ON
AFRICAN SWINE FEVER IN EUROPE

– STANDING GROUPS OF EXPERTS ON
LUMPY SKIN DISEASE IN SOUTH-EAST
EUROPE

– STANDING GROUPS OF EXPERTS ON
RABIES FOR EUROPE

Specific pages for
the project

GF-TADs Europe

The Global Framework for the Progressive Control of Transboundary Animal Diseases (GF-TADs) is a joint initiative of the World Organisation for Animal Health (OIE) and the Food and Agriculture Organization of the United ...

Upcoming events

Upcoming events


WHAT ARE THE EVENTS PLANNED IN A NEAR FUTURE IN EUROPE?

You may want to attend them.


Mark your calendar

Search by keywords OIE GLOBAL PROGRAMS MEMBER COUNTRY [+ MORE FILTERS](#)


[Reset all filters](#)




TRAINING PASSED
Temporary movements of competition horses
MOSCOW, RUSSIA
[> Read more](#)




FROM 02/12/2019 TO 03/12/2019
Tenth meeting of the Regional Core Group for ...
LONDON, UNITED KINGDOM
[> Read more](#)




FROM 21/01/2020 TO 22/01/2020
13th OIE Animal Welfare Platform Steering Gro...
PARIS, FRANCE
[> Read more](#)



FROM 10/12/2019 TO 11/12/2019
OIE with WHO to work on echinococcosis
MOSCOW, RUSSIA



FROM 26/02/2020 TO 28/02/2020
NEW WAHIS - OIE regional training
PARIS, FRANCE



TRAINING PASSED
OIE PVS Pathway Orientation Training Workshop...
MOSCOW, RUSSIA

Reference centres of the region



Animal & Plant Health Agency

SCRAPIE
Animal and Plant Health Agency - Weybridge

UNITED KINGDOM

> Read more



CONTAGIOUS CAPRINE PLEUROPNEUMONIA
Pendik Veterinary Control Institute

TURKEY

> Read more



SCRAPIE
NeuroCentre - Department of Clinical Research...

SWITZERLAND



SCRAPIE
Centro de investigación en Encefalopatías y e...

SPAIN



NEWCASTLE DISEASE
FGI-ARRIAH - Federal Centre for Animal Health

RUSSIA

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UNITED KINGDOM

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🔗 <https://www.gov.uk/apha>

The Animal and Plant Health Agency (APHA) is an executive agency of the UK Department for Environment, Food & Rural Affairs and also works on behalf of the Welsh Government and the Scottish Government.

Our headquarters is located at APHA Weybridge near London in Surrey, UK with additional regional laboratories, offices and border inspections points across the UK, employing around 2,200 staff.

Our mission is to protect animal and plant health for the benefit of people, the environment and the economy.

APHA has a long standing reputation as a world leading centre of veterinary science expertise, acknowledged by our status as a National and International Reference

- What do we work for?
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The OIE Communication Strategy

Veterinary Services are key actors

- Overall objective: enhance the visibility of the OIE and its actions.
 - Highlight animal health and welfare importance
 - Showcase how the impact of these actions goes far beyond animal populations.

- By doing so, the OIE seeks at highlighting Veterinary Services contributions.
 - You have a role to play!
 - Supporting OIE communication efforts, means reaping benefits for your country.

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Reinforcing trust through **TRANSPARENCY** and communication

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Collecting and disseminating **disease data** notified by Member Countries



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Modernise our external **communication tools**



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Biothreat reduction

Climate change and biodiversity



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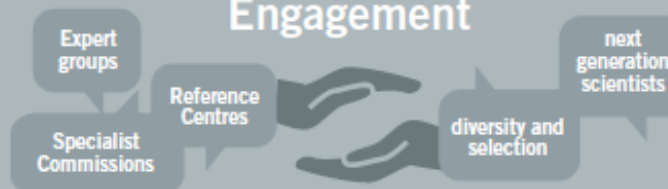


*OIE Programme to improve the performance of Veterinary Services

Excellence



Engagement



Management



7th strategic plan coming...

Five areas of strategic focus:



- To achieve these strategic goals, we need:
 - The support of our partners, of our staff and of the society
 - To be heard throughout the noise of information

A new age

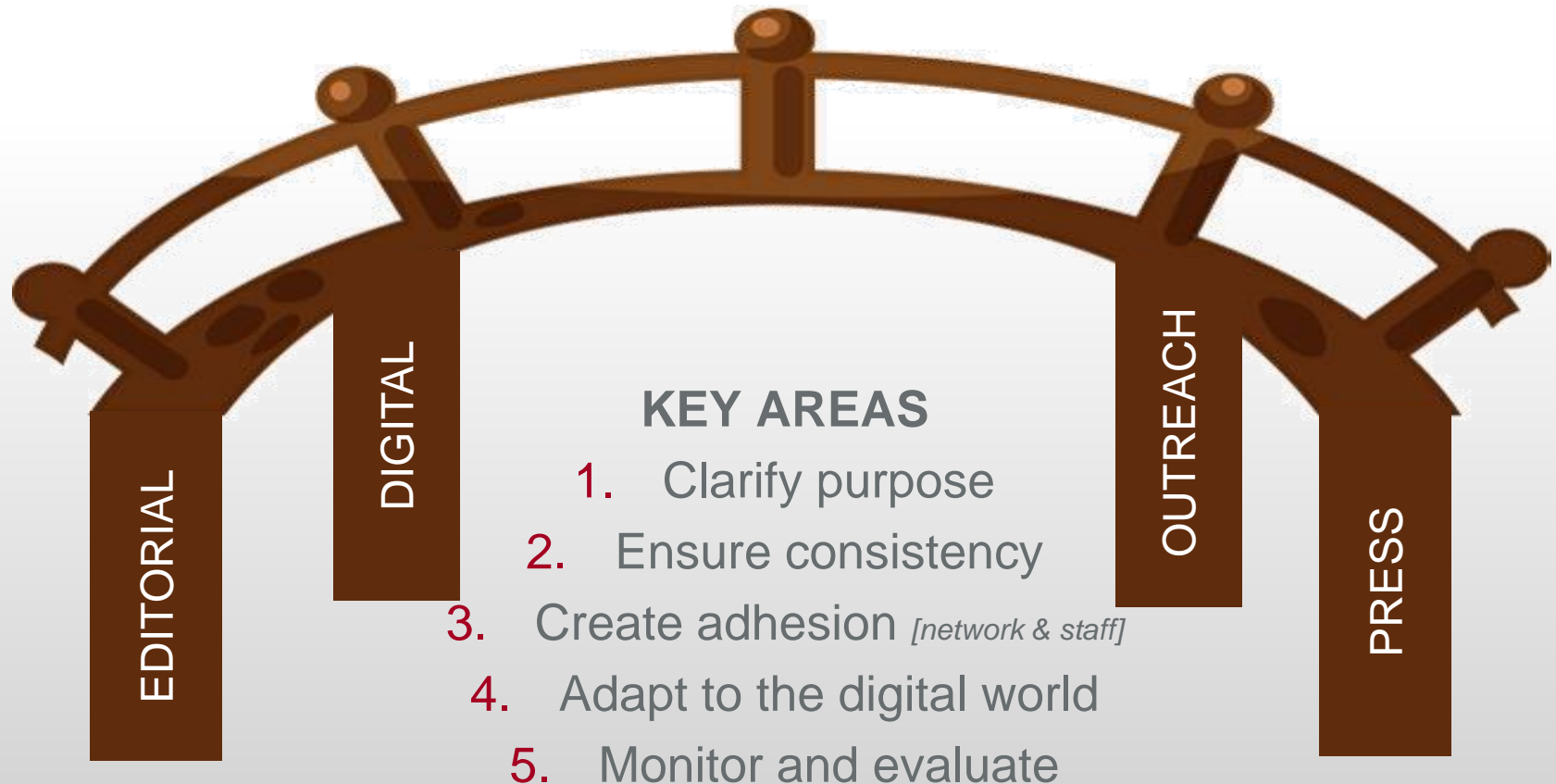
Today, a person is subjected to more information in a single day than a person in the middle ages was in their entire life!



Image credit: http://4.bp.blogspot.com/-dAZSZSlgSK8/TkfiLn5QsDI/AAAAAAAAABmE/67VbtcdgSps/s1600/information_overload.jpg

A new institutional communication strategy

To support the 7th OIE Strategic Plan



1- Clarify the purpose

- What is for you the purpose of an institutional communication strategy?
- Is it difficult for you explain what is the OIE? Why?
- What would be the benefits of a better OIE renown for you, Vet services, at regional level?



2- Ensure consistency



2- Ensure consistency

- **Consistency of content**
 - Do you feel as we are all aligned in the way we communicate on the OIE?
 - Which main topics should we address for the European region?



2- Ensure consistency



- Consistency of image

Symbol logo in three languages



Organisation
Mondiale
de la Santé
Animale

World
Organisation
for Animal
Health

Organización
Mundial
de Sanidad
Animal

Symbol logo in one language with tagline



WORLD ORGANISATION FOR ANIMAL HEALTH
Protecting animals, preserving our future

What would you improve in
the OIE visual identity?

3- Create adhesion

- For you, why does the OIE need to create adhesion?
- At regional level, in which audiences do we need to create adhesion to improve the OIE image/work?
- What are the main actions/tools needed to generate involvement of these audiences?



4- Adapt to the digital world

- What does digital communication means to you?
- As OIE Delegates, are you ready to get involved in social media communication?
- Are you already active on social media?
- What would you need to help you?



5- Monitor, evaluate & adapt



The OIE HQ communication team



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Thank you for your attention



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