



Joint communications with producers

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***Strengthening Preparedness and Response to Biological
Threats in Europe***

23–25 March 2026 WOAHP Headquarters, Paris, France

Joint communications with producers: What does it encompass?

Joint: refers to a situation where two or more participants actively share responsibility in creating and exchanging meaning together

Institutional relationship domain

Communication: process of transmitting information, meaning, or messages

Communication domain

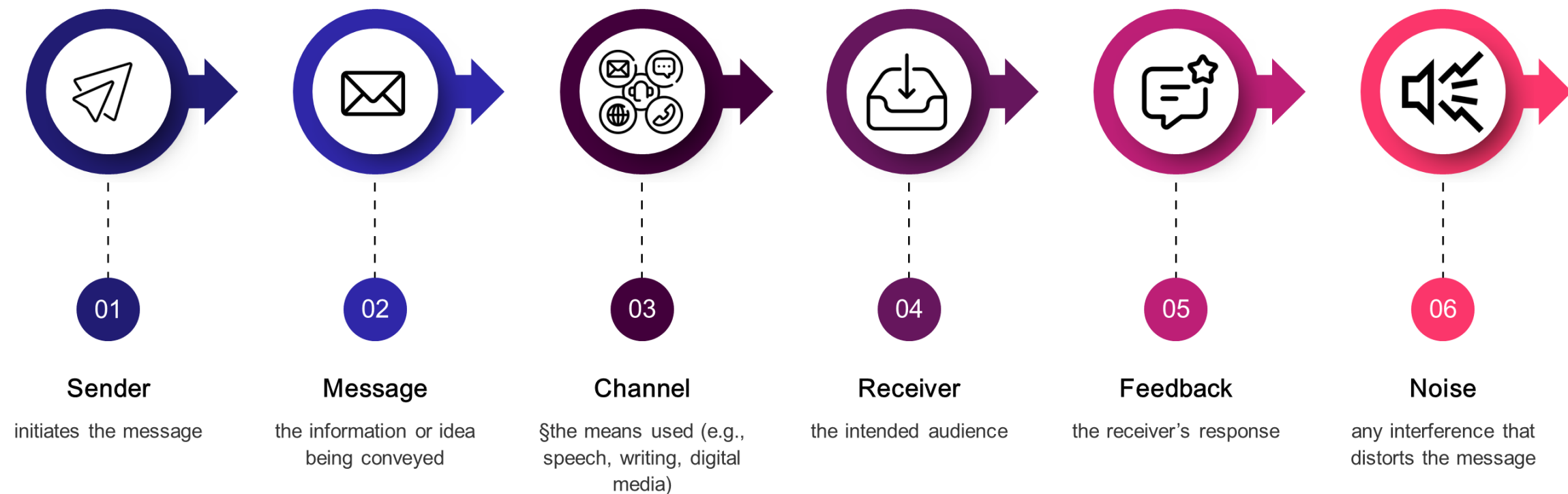
Producers: Poultry meat sector in case of IPC. Communication will center on technical AH topics

Technical domain

Communication and Communicators

Communication is the **process of transmitting information, meaning, or messages** between a sender and a receiver through a shared system of symbols, signs, or behavior.

Key components



In more technical terms, communication is a **dynamic, transactional process** where meaning is co-constructed rather than simply transferred.

In many contexts, communicators are **simultaneously senders and receivers**, especially in interactive communication (e.g., conversation)

What really is communication?

A dynamic, transactional process where meaning is co-constructed rather than simply transferred

01

Dynamic

Communication is constantly changing and evolving based on context, emotions, timing, and feedback loops

02

Transactional Process

Both parties simultaneously send and receive messages, influencing each other in real time—not just "A talks, B listens"

03

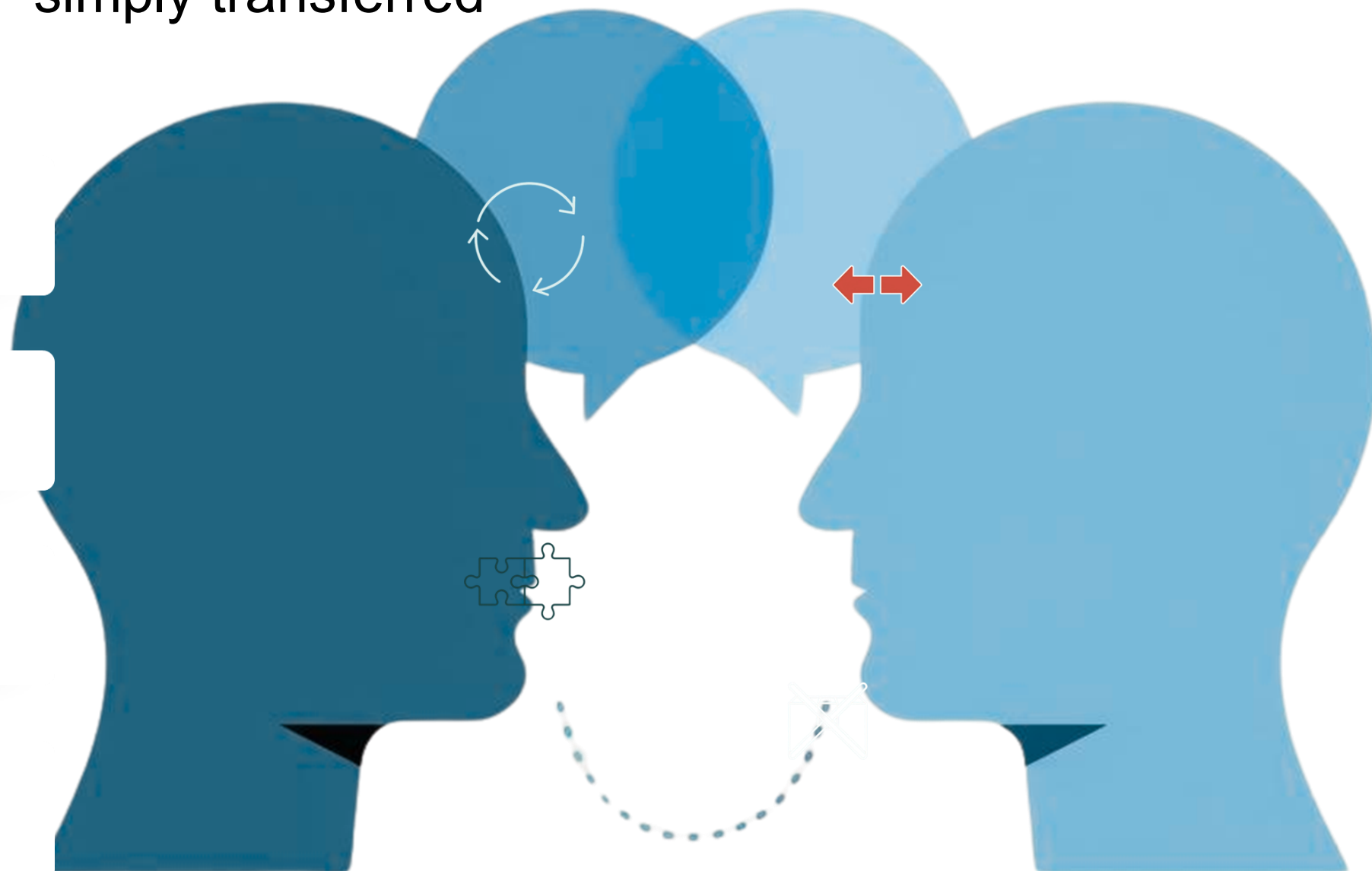
Meaning is Co-Constructed

Final meaning is created together by participants based on individual experiences, culture, and perspective

04

Not Simply Transferred

Contrasts the old model of communication as passing a fixed "package" of meaning from sender to receiver



Key components of joint communication

Prerequisites

- Trust
- Mutual recognition
- Respect of roles
- Empowerment
- Scope

Principles

- Trusted information source
- Recognized issue leadership
- Aligned message(s)
- Collaborative

Messages

- Science-based
- Fact-based: situation of status – knows and unknowns

Communicators

- International intergovernmental organizations
- International non-governmental organizations
- Regional and national organization engagement

Leverage

- Resources
- Networks

Where could we collaborate? Avian Influenza



A Major Threat to the Poultry Meat Sector

- **Public Health concern** → Zoonotic virus
- **High mortality rates and highly contagious** → rapid flocks' loss and fast spread within and between farms
- **Trade restrictions** → export bans and market disruptions
- **Economic losses** → costs of culling, compensation, and biosecurity
- **Consumer perception risks** → reduced consumer confidence in poultry products

Ad Hoc Communication is Essential

- **Rapid response needed** → timely updates to farmers and stakeholders
- **Unpredictable outbreaks** → messages must adapt to evolving situations
- **Misinformation control** → prevent panic and false rumors
- **Coordination** → align farmers, authorities, veterinarians, and industry

Crisis Preparedness

- **Pre-established communication plans** → clear roles and responsibilities
- **Early warning systems** → quick detection and reporting
- **Standardized messaging** → consistent, accurate public information
- **Training & simulations** → readiness for outbreak scenarios

Key Takeaway:

Effective, flexible communication + strong preparedness systems are critical to minimizing the impact of Avian Influenza on the poultry sector.



IPC AI Issue Management Plan

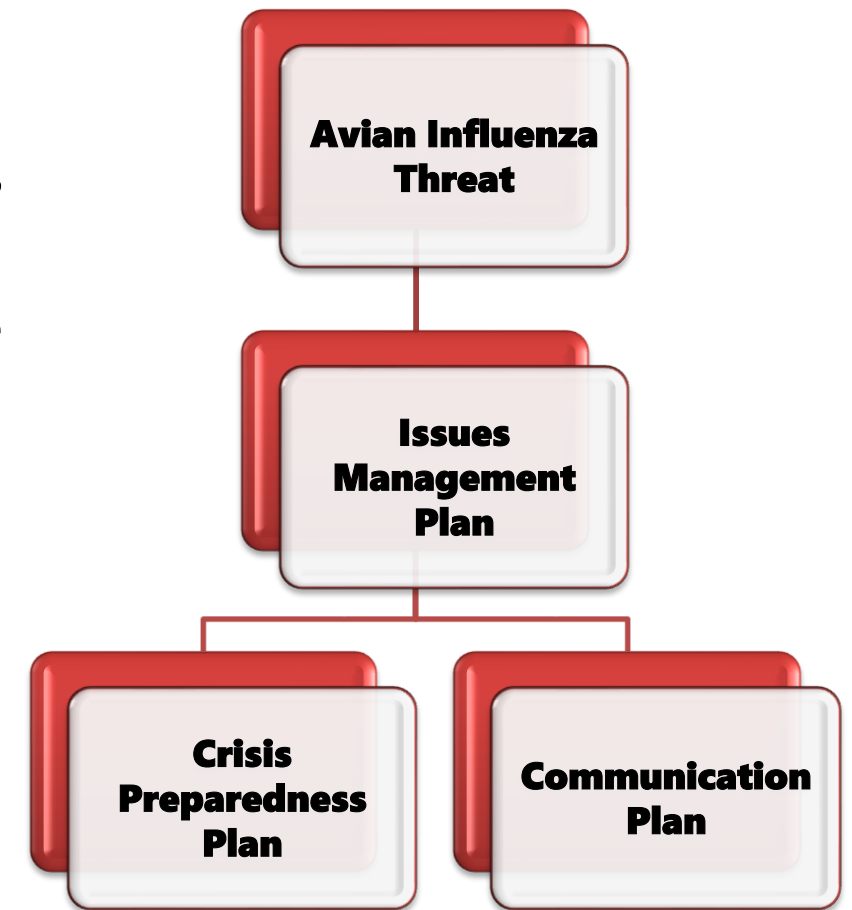
WHY THIS FRAMEWORK

Avian Influenza is a persistent, global challenge affecting animal health, food security, trade, and public confidence. IPC developed this framework to move from ad-hoc reactions to a structured, coordinated, and predictable approach to preparedness and issue management.

Issues Management Plan

- Crisis Preparedness Plan
- Communication Plan
- Scientific Review Paper underpinning all

Core goal: Preparedness is about managing our future via acting with global leadership, coordination, and an industry voice



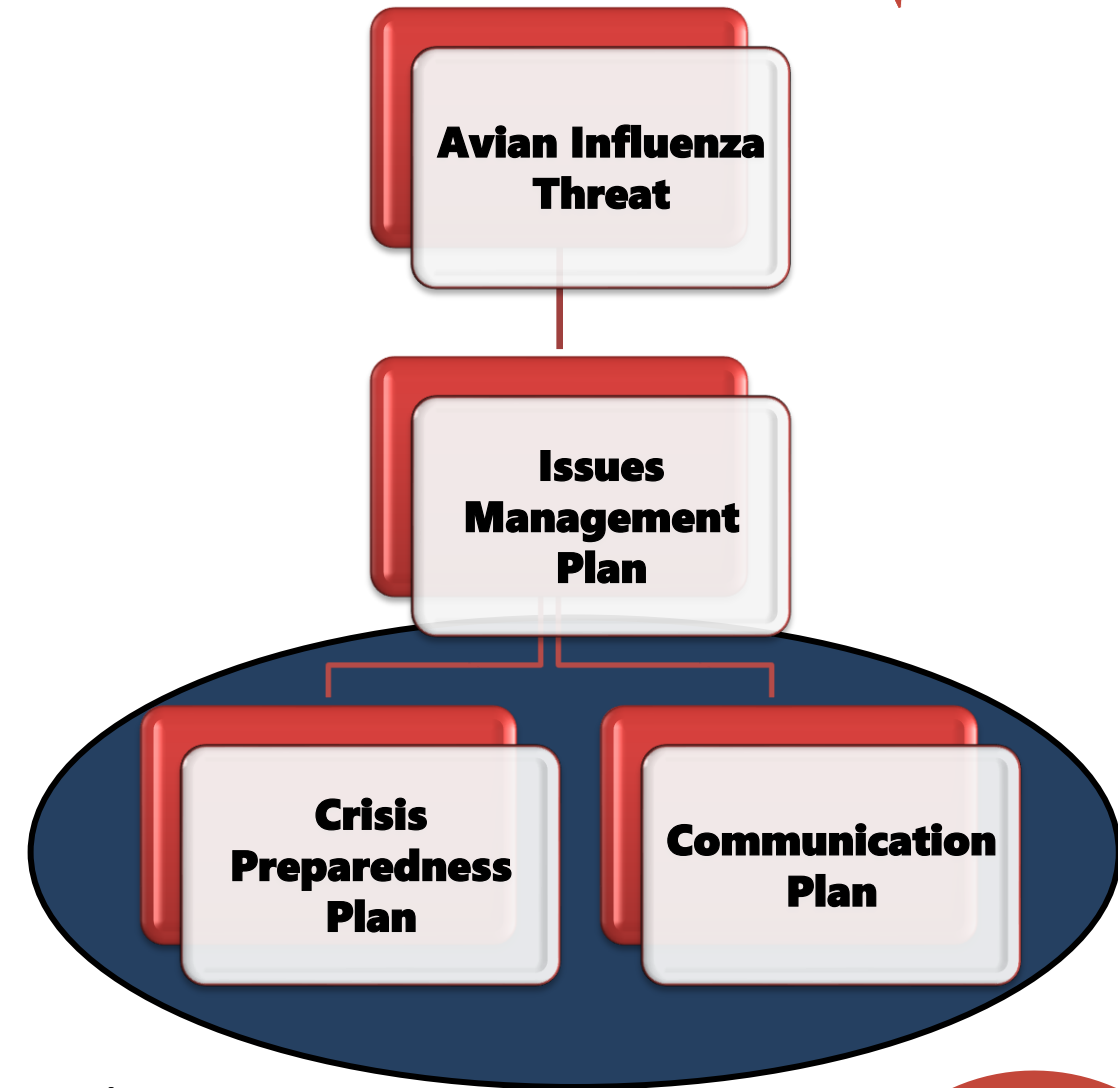
Scientific Review Paper

Lead with the science, core basis for messaging

Table of Contents

- Summary
- Introduction - Background
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- References

Internally IPC drafted, external scientific review (globally recognized experts)



Communications Plan

A Structured Communications Framework to Support Alignment and Confidence



GOAL: Provide clear and consistent messaging to avoid confusion and mistrust. More practically, we aim to provide members with a framework to support their communication, not substitute it, with tools that can be adapted to each scenario.

This framework is structured, predictable and proportionate, and it includes:

- Tiered activation aligned with issue severity
- Defined IPC roles (who communicates, when, and how)
- Clear internal and external communication pathways
- Alignment with WOA, FAO, WHO messaging

Messages include:

- Key message guidance by scenario
- Holding statements and FAQs
- Media response principles
- Stakeholder mapping (members, media, authorities, partners)
- Contact lists and escalation pathways



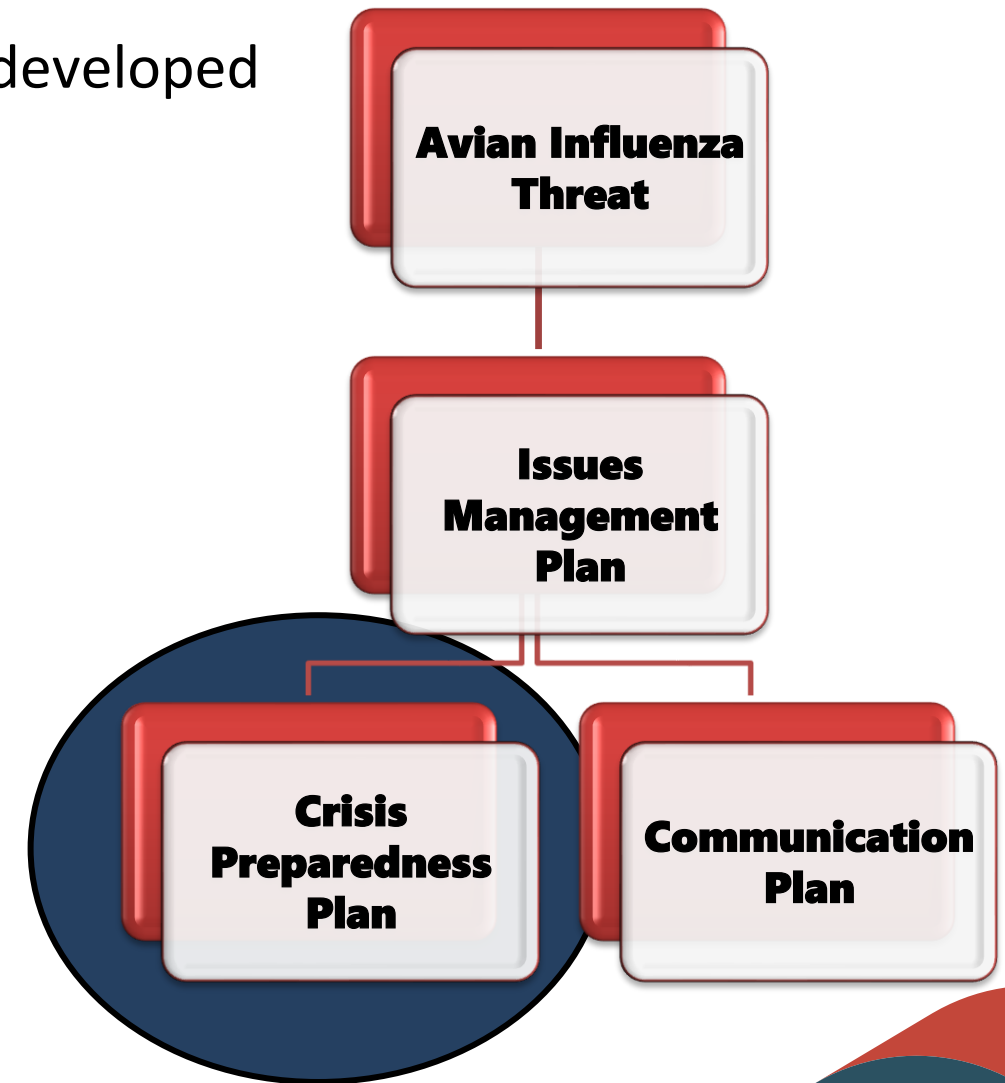
Crisis Preparedness Plan

IPC Avian Influenza Crisis Preparedness and Management Plan developed with Fleishman-Hillard Inc.

- Objectives, principles, teams, and stakeholders
- Issue preparedness, response, and management
- Intelligence gathering
- Assessment and Actions
- Escalation and triggers

Resources

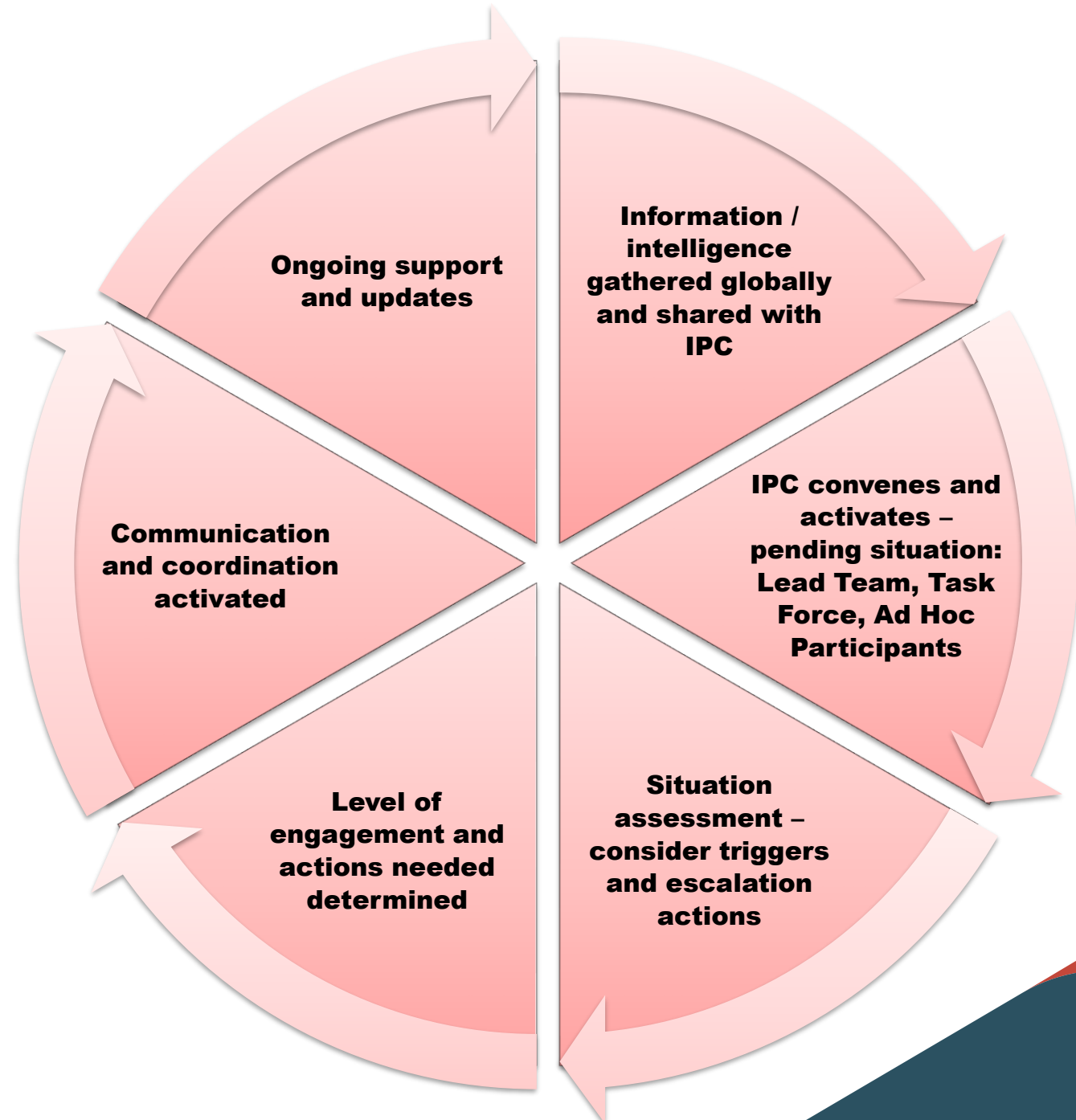
- Quick references
- Meeting agendas
- Communications
- Standby statements
- Key contacts



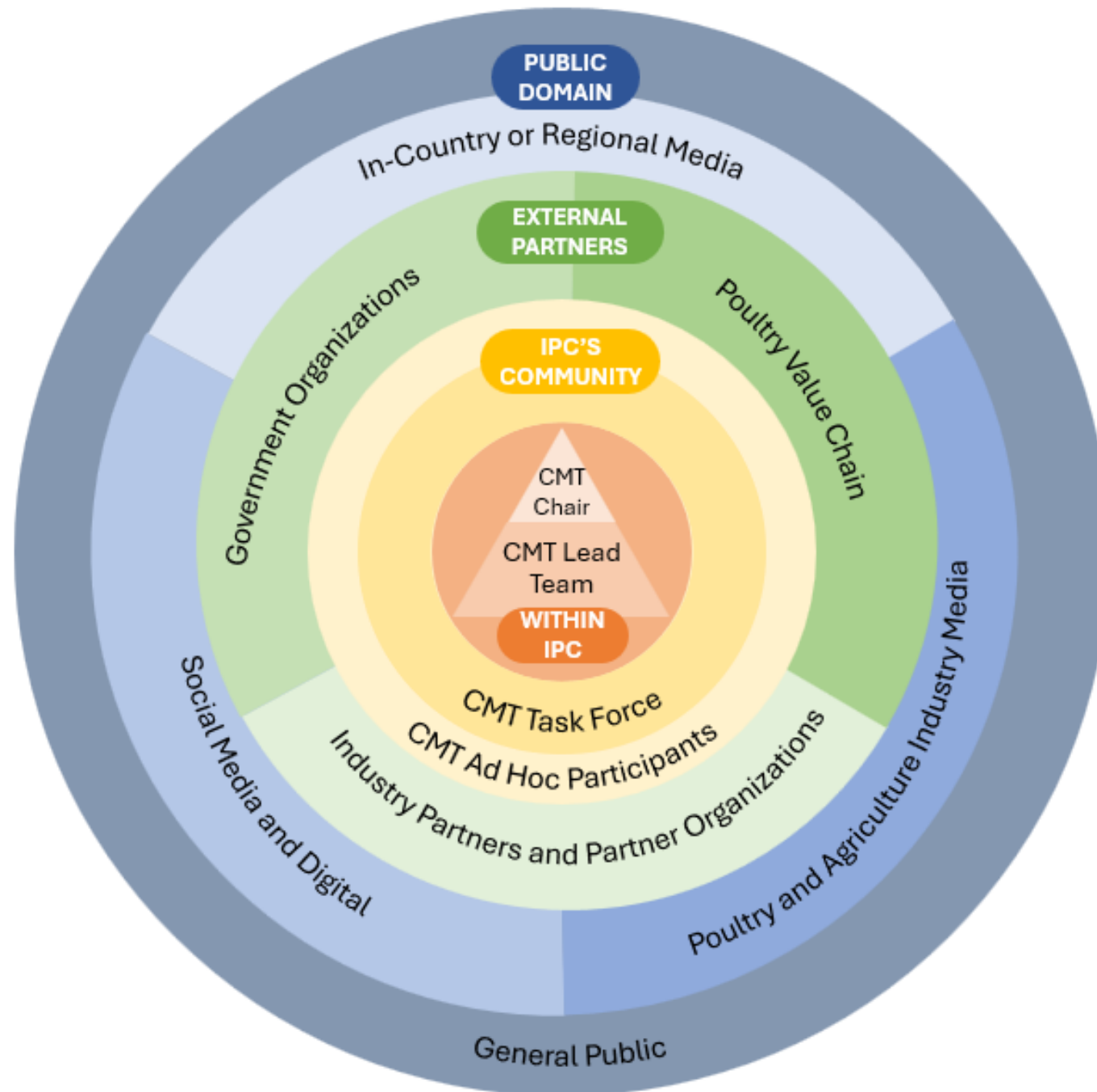
How the Framework Process Works

- *Structured Process and Coordination* -

- ☐ Information gathered globally and shared with IPC
- ☐ IPC - pending situation - convenes and activates
 - Lead Team
 - Task Force
 - Ad Hoc participants
- ☐ Situation assessed – consider triggers and escalation actions
- ☐ Level of engagement and actions needed determined
- ☐ Communication and coordination activated
- ☐ Ongoing support and updates
- ☐ Goal: Structured process and coordination



Key Stakeholders – Consider Roles / Actions



- Consider all stakeholders
- Peer organizations
- International intergovernmental organizations
 - WOAHA
 - FAO
 - WHO
 - WTO
- Media

Goal: Coordination and alignment

Considerations for Advancing

In the coming months, IPC will:

1

Identify key participants: governmental and non-governmental

2

Determinate roles

3

Establish leadership team

4

Set mechanism of coordination

5

Structure the process

6

Gather and share intelligence

7

Assess situation and status

8

Develop message development

9

Establish an action plan

10

Reach out to key stakeholder

11

Reach out to general public

12

Assess resources

What role can/wants WOAHH to play? How can we collaborate?

A large, stylized blue hand graphic is positioned in the upper left and center of the slide, with fingers spread as if reaching out or gesturing. The hand is composed of several rounded, brush-stroke-like shapes in a medium blue color.

Thank you!

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