



FAO/OIE International Animal Health Communicators' Roundtable April 16 - 19, 2007, Rome

COMMUNIQUÉ

Multi-disciplinary experts attending a four-day FAO/OIE international animal health communicator's roundtable in Rome agreed to develop a global animal health communication strategy to support the FAO/OIE Global Strategy for Prevention and Control of Highly Pathogenic Avian Influenza H5N1.

The purpose of the meeting was to define the contribution of communication as a process in the response to the on-going threat of the highly pathogenic avian influenza H5N1 virus, and in stopping its spread at source in poultry.

It was recognized that communication strategies should be embedded in a framework that adheres to the principles of inclusion, participation and self-determination. Effective communication values local knowledge and socio-cultural norms while at the same time strengthening capacity through the provision of relevant technical information. In this way, the response to animal diseases can be understood, contextualized and acted upon at all levels.

The meeting acknowledged the need for a comprehensive communication strategy which is integral to a coherent response to major zoonotic disease outbreaks such as highly pathogenic avian influenza H5N1. It identified that communication professionals brought specialized skills to augment and improve the effectiveness of the technical aspects of the prevention, preparedness, response, and recovery phases of animal disease occurrences.

While significant work has already been undertaken with regard to animal health communication, several gaps were identified which need to be addressed as part of the strategy.

The experts recognized the urgent need to strengthen communication capacity and the role of communication professionals in the process of supporting responses to emerging animal diseases, including those that pose a risk to human health, specifically highly pathogenic avian influenza H5N1.

Recommendations of the meeting included the need to:

- Advocate the importance of the process of communication, and the need for enhanced capacity-building in this area, as critical elements in addressing and managing animal health issues
- Ensure that strategic communication is integrated into the veterinary infrastructure and policy response at country level, and to gain international support for this where required
- Establish an international network of animal health communication experts dealing with this disease to work in cooperation with animal health experts, as well as with other relevant partners
- Develop a comprehensive communication action plan to address the animal health aspects of highly pathogenic avian influenza H5N1 transmission, including the creation of communication tools for immediate use and longer-term strategies to sustain positive social and behavioural change
- Ensure consistency in messaging and accuracy of technical information which is adaptable to local contexts, and
- Develop a multi-sectoral and multi-disciplinary approach to communication that engages all relevant stakeholders in a participatory and inclusive process.

Additionally, the experts recognized that communication strategies adopted for highly pathogenic avian influenza H5N1 will be applicable to other emerging and re-emerging animal diseases.

The list of participants attending the roundtable is annexed to this communiqué.

LIST OF PARTICIPANTS

FAO/OIE International Animal Health Communicators' Roundtable, Rome, 16 - 19 April 2007

	NAME	DESIGNATION	ORGANISATION	CONTACT DETAILS
1	Dr. Agung Gde Putra	Director, Disease Investigation Centre (DIC) of Denpasar, Bali	Crisis Management Unit, Government of Indonesia	Jalan Raya Sesetan 266 Denpasar, Bali , Indonesia Tel 1: 361-720862; Tel 2: 361-720615; Cell: 08179770455 email 1: dic-denpasar@indo.net.id email2: Jdonline@dps.centrin.net.id
2	Dr. Pranee Panichabhongse	Zoonoses Control Subdivision Bureau of Disease Control and Veterinary Services	Department of Livestock Development Ministry of Agriculture and Cooperatives, Thailand	Phayathai Rd. Bangkok 10400 THAILAND Tel 1: (+66) 2 6534444 ext. 4143 ; Fax: (+66) 2 6534447 email 1: praneeld@hotmail.com email 2: praneeld@yahoo.com
3	Ms. Winifred Emeka-Okolie	Communications Officer Pan African Programme for the Control of Epizootics (PACE)	Federal Department of Livestock and Pest Control Services Government of Nigeria	Block 3, Flat 1 ; Oran Street, Wuse Zone 1; P.O Box 9832 Garki – Abuja; Nigeria Tel 1: (+234) 95234461; Tel 2: (+234) 805 8020996 ; Cell: (+234) 805 80 20 996 email 1: winnie@fedlivestock.gov.ng email 2: winlaw995@yahoo.co.uk
4	Ms. Upma Chawdhry	Joint Secretary of Agriculture, Department of Animal Husbandry, Dairying & Fisheries	Department of Animal Husbandry Dairying & Fisheries Ministry of Agriculture Government of India	Krishi Bhavan, New Delhi. Ph (+91) 11- 23387804 Fax No: (+91) 11-23386115. email: upmachawdhry@hotmail.com
5	Ms. Mirjam Schaap	Advisor Web-based Communication and Learning	Wageningen International, Wageningen University and Research The Netherlands	PO Box 88; 6700 AB Wageningen; The Netherlands Tel 1: + 31 317 495374 ; Tel 2 : + 31 317 495495 Cell : + 31 6610183226 email: Mirjam.Schaap@wur.nl
6	Ms. May Abdulkareem Hani	Regional Extension and Communication Officer	FAO Egypt/ MENA Region	11 Al Eslah El Zerai street, Dokki, Cairo, Egypt P.O Box 2223 Cairo, Egypt Tel 1: (+202) 331 6000 Ext. 2811; Tel 2: (+202) 331 6172 email: May.Hani@fao.org
7	Dr. Paolo Pagani	Veterinary/Epidemiologist Consultant -- Animal Health and Production	FAO Consultant (Egypt)	Kwartellaan 24, 3704 ET Zejit The Netherlands Tel 1: (+31) 30 65 60 224 email: paolo.pagani@virgilio.it

8	Ms. Kama Garrison	BCC Advisor, Avian Influenza	Office of Health, Infectious Diseases and Nutrition USAID, Washington	Tel: (+1) 202-712-4655 Fax: (+1) 202-216-3702 email: kgarrison@usaid.gov
9	Dr. Joseph Domenech	Chief Veterinary Officer	FAO Headquarters, Rome (Italy)	ECTAD - AGAH FAO Rome Room C 532 Viale delle Terme di Caracalla 00100 Rome, Italy Tel: (+39) 06-57053531 email: Joseph.Domenech@fao.org
10	Ms. Sandra Lavigne	Executive Director, Public Affairs	Canadian Food Inspection Agency (CFIA), Canada	59 Camelot Drive, Ottawa, Ontario Canada, K1A 0Y9 Tel 1: (+1) 613-221-2668 ; Cell: (+1) 613-447-8831 email: Lavignes@inspection.gc.ca
11	Mr. Howard Conkey	Communication Manager	PIAPH/APEC, Australian Government Department of Agriculture, Fisheries and Forestry	PO Box 858 Canberra ACT 2600, Australia Tel: (+ 61) 2 6272 3572; Cell: (+61) 0419 014 817 howard.conkey@daff.gov.au
12	Mr. David Ropeik	International Consultant (Risk Communication)		21 Baker Ave. Concord, MA 01742 Ph: +1-978 369-5675 dpr@dropeik.com
13	Dr. Will Hueston	Director for the Centre for Animal Health and Food Safety	University of Minnesota	1354 Eckles Ave / St. Paul, MN 55108 / USA Tel: (+1) 612-624-6772 email: huest001@umn.edu
14	Mr. Bruno Gautrais	Communication Unit, DG Health and Consumer Protection	European Commission	European Commission, F101 01/49, 1049 Brussels, Belgium Tel 1: (+32) 22 95 64 65; Cell: (+32) 473 49 18 99 Bruno.Gautrais@ec.europa.eu OR bruno.gautrais@skynet.be
15	Ms. Mônica Fonseca Gill	Communication Advisor to the Presidency of the Republic	Government of the Federative Republic of Brazil	Tel 1: (+55) 61 3411-4783; Tel 2: (+55) 61 3411-4883 Fax: (+55) 61 9981-0577 e-mail: monica.gill@planalto.gov.br
16	Prof. Arvind Singhal	Professor of Communication Studies	Ohio University, Ohio	School of Communication Studies Lasher Hall, Ohio University, Athens, OH 45701, USA Tel : (+1) 740-592-3430 email: singhal@ohio.edu

17	Mr. Mario Bravo	Senior Development Communications Officer, Operational Communications Support Unit	World Bank HQ, Washington	Development Communication Division, The World Bank Group 1818 H Street NW, MSN U11-1106, Washington D.C. 20433 Tel : (+1) 202-473-2425 email: mbravo@worldbank.org
18	Mr. Dick Thompson	Team Leader, Pandemic and Outbreak Communications	WHO HQ, Geneva	20 Avenue Appia, CH-1211 Geneva 27, Switzerland Tel 1: (+41) 22 791 2684 Cell: (+41) 79 475 5475 email: thompsond@who.int
19	Ms. Asiya Odugleh-Kolev	Technical Officer - Social Mobilization	WHO Mediterranean Centre for Vulnerability Reduction	WHO, 20 Avenue Appia, CH-1211 Geneva 27, Switzerland Tel 1: (+41) 22 791 4568; Cell: (+41) 76 388 4176 email: oduglehkoleva@who.int
20	Mr. Timothy Wall	Information Officer Development and Human Rights Section (UN-DPI)	UN DPI and UNSIC United Nations Department of Public Information (UN-DPI)	970 Kent Ave, 604, Brooklyn, NY 11205 Tel 1: (+1) 212 963 5851; Tel 2 : (+1) 212 347 414 5498 Cell: (+1) 646 707 8568 email: wallt@un.org
21	Mr. Neil Ford	Regional Adviser, Programme Communication	UNICEF West Africa, Dakar	UNICEF – WCARO, Dakar, Senegal Tel: (+221) 869 58 69 email: nford@unicef.org
22	Dr. Robyn Alders	Director International Rural Poultry Centre, KYEEMA Foundation	International Rural Poultry Centre, KYEEMA Foundation	International Rural Poultry Centre, KYEEMA Foundation C.P. 1168, Maputo, Mozambique Tel 1: (+258)-21-327484 Cell: +258-82-3065130 robyna@kyeemafoundation.org robyn.alders@gmail.com
23	Mr. Nick Honhold	International Consultant (Veterinary Epidemiologist)	FAO Consultant (Turkey)	Cell : (+44) 79 211 42 708 email: nick.honhold@gmail.com
24	Mr. Cengiz Turhan	CEO, Grup 7 Communications	Grup 7 Communications (Healthy Chicken Meat Platform) Istanbul, Turkey	INONU CAD. TARIK ZAFER TUNAYA SOK. GUMUSSUYU IS MERKEZI NO:14/1 TAKSIM ISTANBUL / TURKEY Tel 1: (+90) 212 292 13 13 Cell: (+90) 0 532 285 38 46 cturhan@grup7.com.tr

25	Ms. Monica Montero Corrales	Communication Specialist IICA - Inter-American Cooperation on Agriculture	Inter-American Institute for Cooperation on Agriculture (IICA), Costa Rica	P.O. Box 55-2200, Coronado, San José Costa Rica, Tel: (+506) 216-0223 Ext. 0698 Fax: (+506) 216-0296 monica.montero@iica.int
26	Ms. Maria Zampaglione	Head, Communication Unit, World Organization for Animal Health (OIE)	World Organization for Animal Health (OIE), Paris	OIE World Organisation for Animal Health 12, Rue de Prony, 75017 Paris, France Tel: (+33) 1 44.15.18.51 Cell: (+33) 6 16.46.28.90 m.zampaglione@oie.int
27	Mr. Alejandro Thiermann	President, Terrestrial Animal Health Code Commission	World Organization for Animal Health (OIE)	12 rue de Prony, 75017 Paris, France Tel 1: (+ 33) 1 44 15 18 69 ; Cell : (+ 33) 6 20 43 88 03 a.thiermann@oie.int
28	Ms. Angela Harless	Communications Coordinator Office of Communications	U.S. Department of Agriculture Washington	1400 Independence Ave. SW, #402-a Washington DC 20250 Tel 1: (+1) 202-720-6569 email : Angela.Harless@usda.gov
29	Ms. Eva Ring	Facilitator/ Senior Planner	USDA, Washington	U.S. Dept. of Agriculture, Animal and Plant Health Inspection Service, 4700 River Road, Unit 120, Riverdale, MD 20737 Tel : (+1) 301-734-3582 email: Eva.P.Ring@aphis.usda.gov
30	Mr. José Carlos Buhler	Communication Advisor	Ministry of Agriculture, Republic of Brazil	Tel: (+55) 51 8114-9419; (+55) 51 3284-9588 e-mail: buhler@agricultura.gov.br
31	Mr. Kristofer Dodge	Development Management Specialist	USDA/ Foreign Agriculture Service/ Office of Capacity Building and Development	1400 Independence Ave. SW Washington, DC 20250 Tel: 202.690.1938 Fax: (+ 1) 202 720 7870 Cell: (+1) 202 236 8759 ; email: Kristofer.Dodge@fas.usda.gov
32	Mr. James Ivy	Director, Intergovernmental & Legislative Affairs	USDA APHIS, Washington	Room 1147 USDA South Building 1400 Independence Ave, SW Washington, DC 20250 Tel 1: (202) 690-0040; Cell: (703) 772-4102 email: James.C.Ivy@aphis.usda.gov

33	Mr. Michael Pizzari	Information and Reporting Officer FAO RAP (Bangkok)	FAO RAP/ Bangkok	931 Charoen Nakorn Road, 10600 Bangkok Tel: (+66) 02 697 4166 ; Cell: (+66) 87 06 77 817 email: Michael.Pizzari@fao.org
34	Mr Ketan Chitins	Programme Communication Officer	UNICEF HQ, New York	3 UN Plaza, New York, NY 10017 Tel:(+1) 212-326-7692; Cell: (+1) 740-274-0968 email: kchitnis@unicef.org
35	Mr. Thiago Poggio Padua	Press Officer of the Ministry of External Relations	Ministry of External Relations, Brazil	Tel: (+55) 61 3411-8007 email: poggio@mre.gov.br
36	Dr. David Nabarro	UN System Senior Coordinator for Avian and Human Influenza	UNSIC New York	Room 2613, 2 United Nations Plaza (DC2), New York, NY 10017 Tel: (+1) 212 906 6083; Cell: (+1) 917 325 6154 email: david.nabarro@undp.org
37	Ms. Sabine Michiels	Communication Officer (Avian Influenza) Livestock Policy Branch/ ECTAD Socio-economics Working Group	FAO Headquarters, Rome (Italy)	ECTAD, FAO Rome - Room C 535 Viale delle Terme di Caracalla 00100 Rome, Italy Tel 1: (+39) 06- 570 53 839; Cell: (+39) 333- 11 87 742 email 1: Sabine.Michiels@fao.org email 2: Sabine.Michiels@gmail.com
38	Mr. Phil Harris	ECTAD Public Information Officer/ Crisis Management Centre Information Officer	FAO Headquarters, Rome (Italy)	ECTAD, FAO Rome - Room C570 Viale delle Terme di Caracalla 00100 Rome, Italy Tel 1: (+39) 06- 570 55 918 e-mail: Phil.Harris@fao.org
39	Mr. Satyajit Sarkar	Communication for Development Specialist (Avian Influenza)	FAO Headquarters, Rome (Italy)	ECTAD, FAO Rome – Room 708bis Viale delle Terme di Caracalla 00100 Rome, Italy Tel: (+ 39) 06- 570 53 506; Cell: (+ 41) 7 95 65 03 40 (temp) email 1: satya.sarkar@fao.org email 2: sarkars26@yahoo.co.in

40	Ms. Anni Mcleod	Senior Officer Livestock Policy Branch (AGAL)/ ECTAD Socio-economics Working Group	FAO Headquarters, Rome (Italy)	AGAL, FAO Rome – Room C538 Viale delle Terme di Caracalla 00100 Rome, Italy Tel: (+39) 06-570 56 660 email: Anni.McLeod@fao.org
41	Ms. Emmanuelle Guerne-Bleich	Animal Production Officer Animal Production Service (AGAP)	FAO Headquarters, Rome (Italy)	AGAP, FAO Rome – Room C569 Viale delle Terme di Caracalla 00100 Rome, Italy Tel: (+39) 06-570 56 660 email: Emmanuelle.GuerneBleich@fao.org
42	Ms. Ana Riviere-Cinamond	Animal Health Economist, Livestock Policy Branch (AGAL)/ ECTAD Socio-economics Working Group	FAO Headquarters, Rome (Italy)	AGAL, FAO Rome – Room C535 Viale delle Terme di Caracalla 00100 Rome, Italy Tel: (+39) 06-57055600 email 1: Ana.Riviere@fao.org
43	Mr. John Riddle	Senior Information Officer Communication Division (KCI)	FAO Headquarters, Rome (Italy)	KCI, FAO Rome – Room A308 Viale delle Terme di Caracalla 00100 Rome, Italy Tel: (+39) 06- 570 53 259 email: John.Riddle@fao.org
44	Mr. Erwin Northoff	News Coordinator Communication Division (KCI)	FAO Headquarters, Rome (Italy)	KCI, FAO Rome – Room A306 Viale delle Terme di Caracalla 00100 Rome, Italy Tel: (+39) 06- 570 53 105 email: Erwin.Northoff@fao.org
45	Mr. Stephen Jones	Information/Reporting Officer (Avian Influenza) Emergency and Rehabilitation Division (TCEO)	FAO Headquarters, Rome (Italy)	TCEO, FAO Rome – Room D605 Tel: (+39) 06-57056560 email: Stephen.Jones@fao.org

Special Invitees/Participants (FAO Rome and US Mission in Rome)

1	Alexander Mueller	FAO HQ, Rome	Alexander.Mueller@fao.org	Officer-in-Charge, Agriculture and Consumer Protection Department
2	David Hegwood	US Mission, Rome	David.Hegwood@usda.gov	Donor/Partner agency
3	Harriet Spanos	US Mission, Rome	SpanosH@state.gov	Donor/Partner agency
4	Lilian DeValcourt	US Mission, Rome	deValcourtLG@state.gov	Donor/Partner agency
5	Jan Slingenbergh	FAO HQ, Rome	Jan.Slingenbergh@fao.org	Senior Officer, Animal Health Service
6	Ahmed El Idrissi	FAO HQ, Rome	Ahmed.Elidrissi@fao.org	Animal Health Support Officer
7	Ricardo Del Castello	FAO HQ, Rome	Ricardo.DelCastello@fao.org	Communication Officer, Research and Extension Division
8	Nick Parsons	FAO HQ, Rome	Nick.Parsons@fao.org	Director, Communication Division