

**International Animal Health Communicators' Roundtable  
In support of the  
FAO/OIE Global Strategy for the Prevention and Control of Highly Pathogenic Avian Influenza**

**16 - 19 April 2007, FAO Rome**

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**AGENDA**

The overall objective of this inter-agency consultative workshop is to develop and build consensus among all key partners on a jointly-owned, mid/longer-term, Strategic Communication Framework and Action Plan addressing the animal health component of Highly Pathogenic Avian Influenza in poultry, and prevention of the emergence of a pandemic.

The specific objectives and expected outcomes are as follows:

1. Identification, analysis and elaboration of strategic communication issues, constraints, information gaps, best practices and risk communication strategies applicable to different audiences in countries with various epidemiological settings, related to animal health and prevention/control of HPAI virus transmission.
2. Characterization and differentiation of the potential role of communication in prevention, preparedness, response and recovery phases of HPAI in terms of both animal health protection and public health protection.
3. Prioritisation and agreement on strategic communication interventions, timelines/milestones, and coordination mechanisms for implementation, management and monitoring of communication activities. Emphasis to be placed on a global animal health communication strategy that is implementable from the highest decision-making levels to the field.
4. Developing consensus on a Strategic Communication Framework and Action Plan, including partner roles/contributions and potential public-private partnership opportunities to advance effective HPAI communications

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**DAY - 0 (Monday, 16 April, 2007)**

**1730 - 1900 INAUGURAL SESSION (Lebanon Room - D209)**

- Welcome: **Alexander Mueller (FAO) and Alex Thiermann (OIE)**
- Message from Dr David Nabarro (UNSIC)
- Introduction of Chairperson for the consultation and participants' introductions,
- Adoption of the agenda and introduction to the Facilitators/Rapporteurs
- Keynote Session: Avian Influenza - The Communication Challenge
  - Risk Communication and Avian Influenza - **Dr. David Ropeik**
  - Avian Influenza -The Reality on the Ground - **Mr. Paolo Pagani**
- DISCUSSIONS

**1900 - 2000 RECEPTION - Welcome by USDA representative (Indonesia Room - 8<sup>th</sup> Floor)**

## DAY - 1 (Tuesday, 17 April, 2007)

0900 - 1115      **Session - 1: Critical Thinking - Global Perspectives (Lebanon Room - D209)**

**Chairperson: Mr. Alex Thiermann (OIE)**

The intent of this session is to provide all participants with current feedback from four perspectives on the scientific and social outlooks on HPAI control, and hence, on issues/challenges currently facing animal health communicators.

- Presentation 1: Global and Regional epidemiological update on HPAI. What's the data saying? (**Dr. Joseph Domenech, FAO**)
- Presentation 2: HPAI and the Socio-economics of Ground-level Prevention and Control Measures. What's the experience to date? (**Ms. Anni McLeod, FAO**)
- Presentation 3: Information, Perception and the HPAI Communication Discourse. What's the media saying? (**Mr. Bruno Gautrais, EC**)
- Presentation 4: Outbreak, Risk, and Behaviour Change Communication. What are communities saying? (**Mr. Neil Ford, UNICEF**)
- DISCUSSIONS

1115 - 1130      Tea/Coffee Break

1130 - 1315      **Session - 2: Critical Thinking - Country Perspectives (Lebanon Room - D209)**

**Chairperson: Ms. Sandra Lavigne (CFIA)**

The intent of this session is to share progress, issues, challenges, and gaps that have been identified, based on communication interventions and HPAI prevention and control efforts to date. Issues to be covered include, but are not limited to, bio-security, poultry vaccination, compensation, livelihoods, and markets.

- Country Case-Studies/Presentations followed by discussions.
  - Nigeria -- **Ms Winnie Emeka-Okolie**
  - Indonesia - **Dr Agung Putra**
  - Brazil - **Ms Monica Gill**
  - Turkey - **Mr Osman Turhan**

Each case-study/presentation will focus on (a) major threats, risks/losses of concern; (b) success of interventions thus far in mitigating these threats (c) what has not worked (d) major gaps that still need to be addressed (e) factors that communicators and those providing technical assistance need to take into consideration (e.g. socio-cultural contexts, etc.).

1315 - 1400      Lunch

1400-1530 **Session - 3: Critical Thinking - Multi-lateral organization and key donor country perspectives (Lebanon Room - D209)**

**Chairperson: Ms. Upma Chawdry (Ministry of Agriculture, India)**

- OIE, FAO, USAID, UNICEF, US Dept. of Agriculture (USDA), WHO, World Bank, US Dept. of State, and UNSIC will provide short presentations of their strategic communication efforts thus far.

Presenters will share their strategic priorities with respect to AI communication, and describe “where” they have been focusing their efforts, and summarize the major campaigns and/or tools they have funded, and, conclude with their assessment of successes, failures, challenges, gaps, key issues they see.

1530 - 1545 Tea/Coffee Break

1545 - 1730 **Session - 4: Group Work - Needs Identification and Prioritisation (Lebanon Room D209; Canada Room A 356; Queen Juliana Room B 324)**

In sub-groups, participants will discuss types of communication strategies that could be focused on key target audiences in order to address some of the issues and challenges presented thus far. For each of the country categories below, participants will prioritise strategies and core communication functions to be directed at government authorities, media, private-sector/industry stakeholders, backyard producers, educators and other influential multipliers, and the general public.

- Uninfected Countries (at higher risk)
- Infected countries with sporadic outbreaks
- Endemic countries

1730 - 1800 **Session - 5: Plenary: Summary group-work. (Lebanon Room - D209)**

**Chairperson: Ms. Anni McLeod (FAO)**

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## **DAY - 2 (Wednesday, 18 April, 2007)**

0900 - 1115 **Session - 6: Strategic Thinking - Strengthening Communication Capacities (Lebanon Room - D209)**

**Chairperson: Dr William Hueston (University of Minnesota)**

In plenary, a panel of expert practitioners will present/share experiences in strengthening communication capacities, which will be followed by a Q&A.

- Panel of Experts: **Mr. Mario Bravo (World Bank), Mr. Dick Thompson (WHO), Ms. Mirjam Schaap (Wageningen Int'l)**

**Topics -- Communication Needs Assessments (Methods and Experiences); Outbreak/Incident Communication; Strategic Information/Communication.**

1115 - 1130 Tea/Coffee Break

- 1130 - 1245 **Session - 7: Group Work - Technical Assistance and Capacity-Building (Lebanon Room D209; Canada Room A 356; Queen Juliana Room B 324)**
- In sub-groups, participants will focus on elaborating options for the effective and efficient delivery of technical assistance, by mapping out key audiences, available tools/resources and, partners best positioned to deliver the range of technical support needed at the global, regional and national levels.
- 1245 - 1330 Lunch
- 13:30 - 14:00 Reconvene in sub-groups to prepare short briefing of key points for plenary.
- 14:00 - 14:30 **Briefing in plenary from each group and Q&As (Lebanon Room - D209)**
- Chairperson: Dr William Hueston (University of Minnesota)**
- 1400 - 1530 **Session - 8: Strategic Thinking - Policy Advocacy and Political Commitment (Lebanon Room - D209)**
- Chairperson: Ms. Pranee Panichabhongse (Ministry of Agriculture, Thailand)**
- The intent of this session is to critically examine the current Avian Influenza communication discourse, especially in the policy and media domains, towards developing a set of (global) communication interventions to strategically focus policy and media attention on stopping the disease “at source” (i.e., in poultry).
- Presentation: Un-packing and Re-framing the AI communication discourse. (Prof. Arvind Singhal, Ohio University)
  - DISCUSSIONS
- 1530 - 1545 Tea/Coffee Break
- 1545 - 1715 **Session - 9: Group-Work -- Strategic Planning (Lebanon Room D209; Canada Room A 356; Queen Juliana Room B 324)**
- Strengthening cross-linkages and, responding to the strategic (mutual) needs of technical experts, policy experts, and communication experts.
- Three multi-disciplinary subgroups will engage in an exercise to focus on the needs of the three essential sets of partners involved in HPAI prevention and control:
- Technical experts subgroup
  - Policy experts/senior level decision makers subgroup
  - Communications/public affairs experts subgroup
- 1715 - 1800 **Session - 10: Plenary - Summary of group-work. (Lebanon Room - D209)**
- Chairperson: Ms. Anni McLeod (FAO)**
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## **DAY - 3 (Thursday, 19 April, 2007)**

0900 - 1030      **Session - 11: Plenary Discussion - Demonstrating Success  
(Lebanon Room - D209)**

**Chairperson: Prof Arvind Singhal (Ohio University)**

- Presentation: Defining and establishing measurable indicators for HPAI advocacy and communication. ( **Ketan Chitnis, UNICEF; Satyajit Sarkar, FAO**)

Facilitated plenary discussion to identify key indicators that will demonstrate success of communication strategies

1030 - 1045      Tea/Coffee Break

1045 - 1315      **Session - 12: Plenary Discussion - Building a Framework for Action  
(Lebanon Room - D209)**

**Chairperson: Dr. William Hueston (University of Minnesota)**

Building on a “calendar” of upcoming opportunities, as well as, identified interventions and audiences, the group as a whole will work towards finalising a strategic communication framework and plan of action. Focus would be on reaching out and engaging with: Rapid Response Teams/Crisis Management Centre(s); Ministries of Agriculture; regional bodies and organizations representing groups of countries; the private sector; NGOs; and, the Media.

1315 - 1400      Lunch

1400 - 1530      **Session - 13: Plenary Discussions - Operationalising the Plan of Action  
(Lebanon Room - D209)**

**Chairpersons: Ms. Maria Zampaglione (OIE) and Mr. Satyajit Sarkar (FAO)**

Scope of Discussions:

- Partner roles/commitments and, milestones for 2007-2008
- Practical mechanisms for collaboration, interaction and coordination

1530 - 1545      Tea/Coffee Break

1545 - 1730      **Session - 14: Closure (Lebanon Room - D209)**

**Chairpersons: Ms. Anni McLeod & Mr. Alex Thiermann**

- Adoption of Final Recommendations and Next Steps
- Vote of Thanks - **Mr Nicholas Parsons (FAO)**

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