



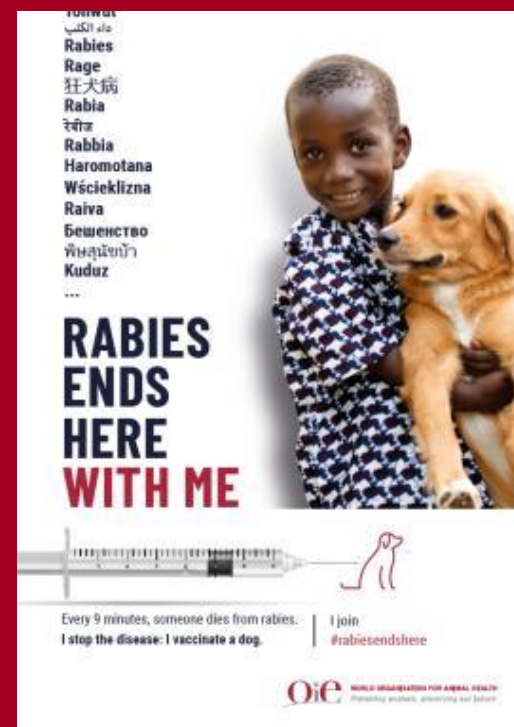
Dr Lucia Escati
Communication officer

Rabies ends here OIE communication campaign

United Against Rabies Webinar for World Rabies Day 2019
27 September 2019

RABIES ENDS HERE

The campaign and its tools



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



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 **#rabiesendshere 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

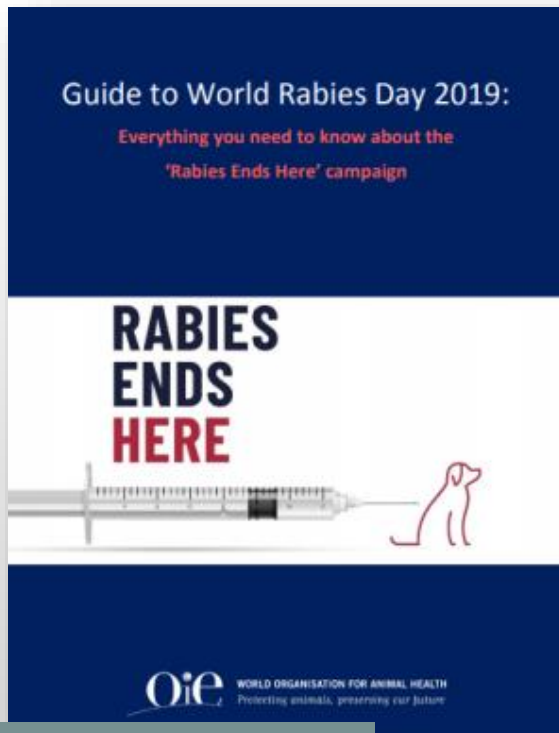
Rabies Stakeholders



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

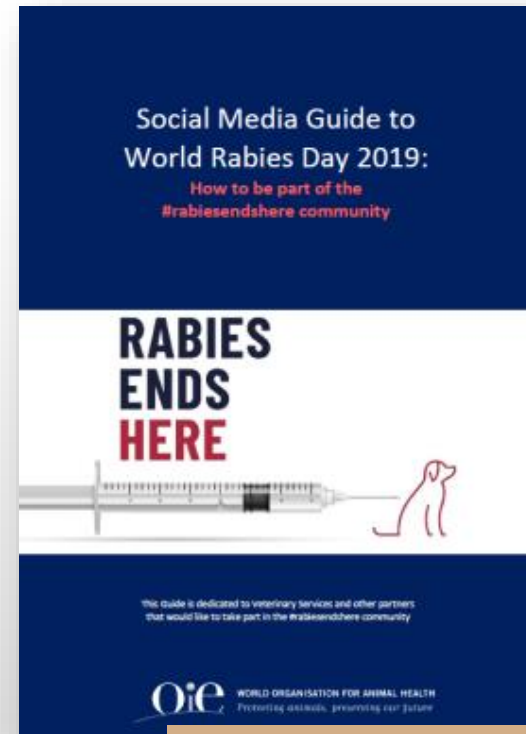
Stepping into the campaign

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

*To create a sense of **pride** in dog vaccination*

Digital and social media tools

Use these to build the #rabiesendshere community

Video



Share this one-minute video to highlight the role that we all have to play in stopping rabies

Social media tools

Facebook profile picture frame



Customise your profile picture on Facebook

Campaign logo for social media posts



Use it in your social media posts

Photo frames



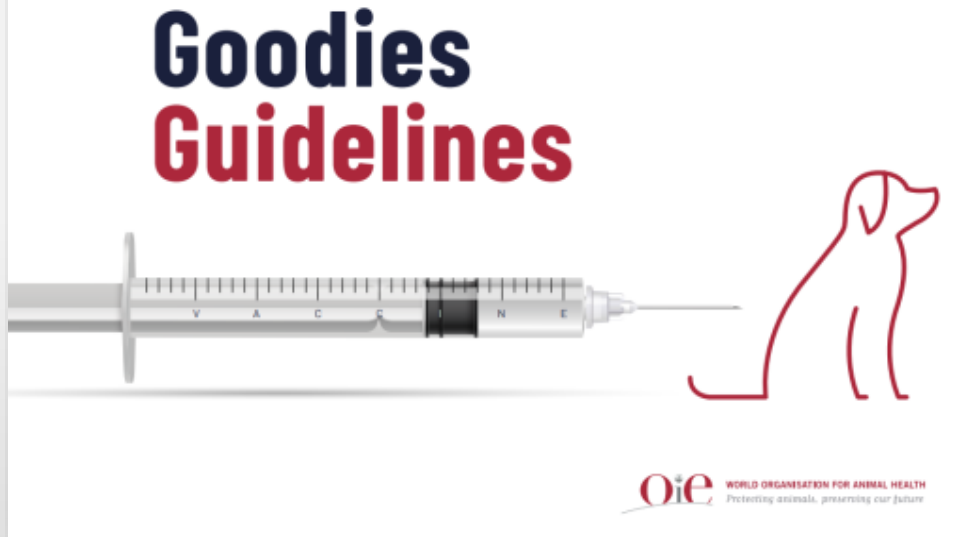
Add it to your photos on social media

Available in 6 languages

Russian, English, French, Spanish, Madarin, Arabic

Goodies

Goodies Guidelines



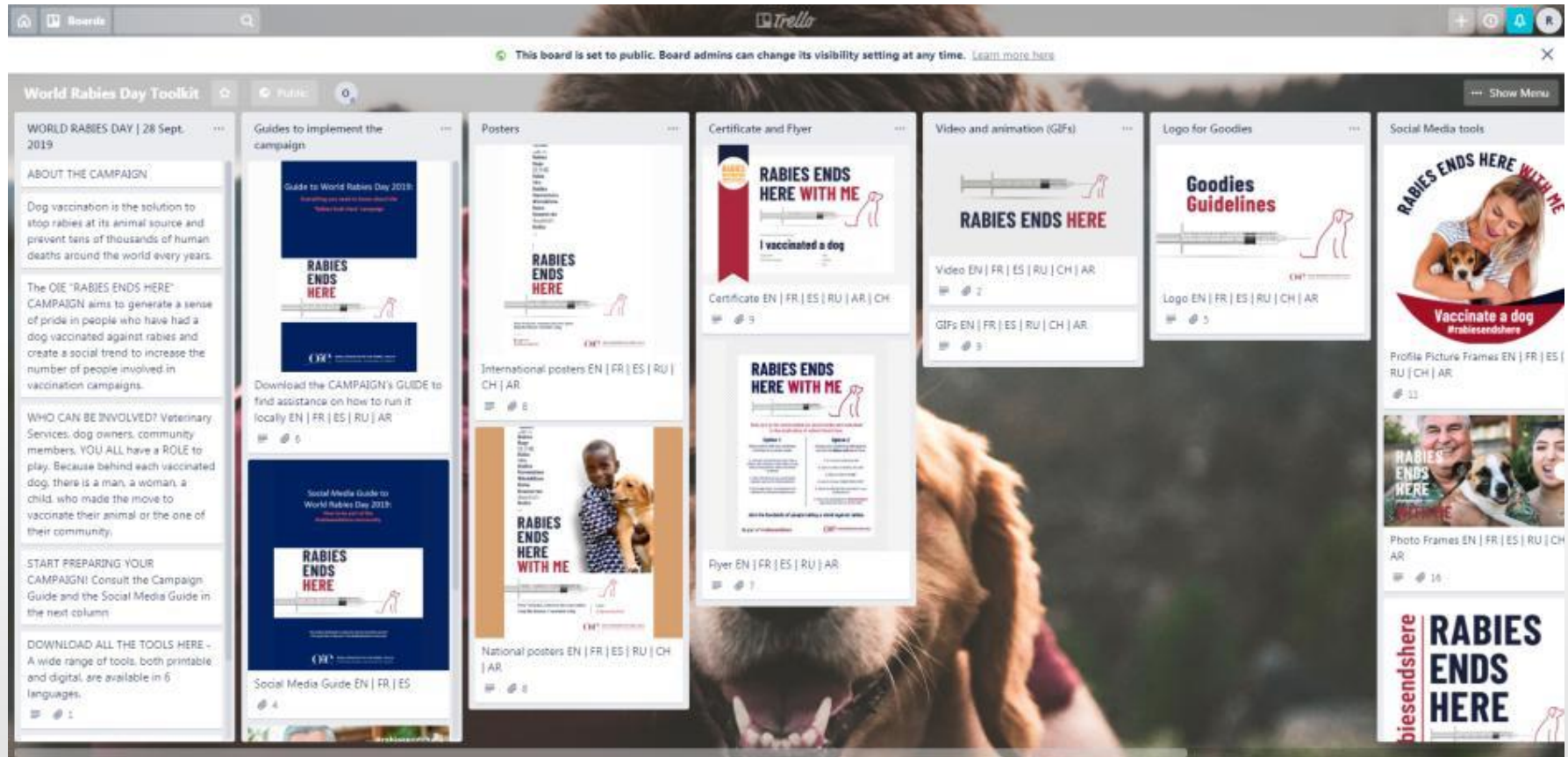
With examples of goodies

Please note that the OIE does not provide the goodies themselves



Blockmarks are available to download for branding goodies

Accessing the resources: Trello



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:



- **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



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WORLD ORGANISATION FOR ANIMAL HEALTH
Protecting animals, preserving our future