



COMMUNICATION PLAN EGYPT

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Executive summary:

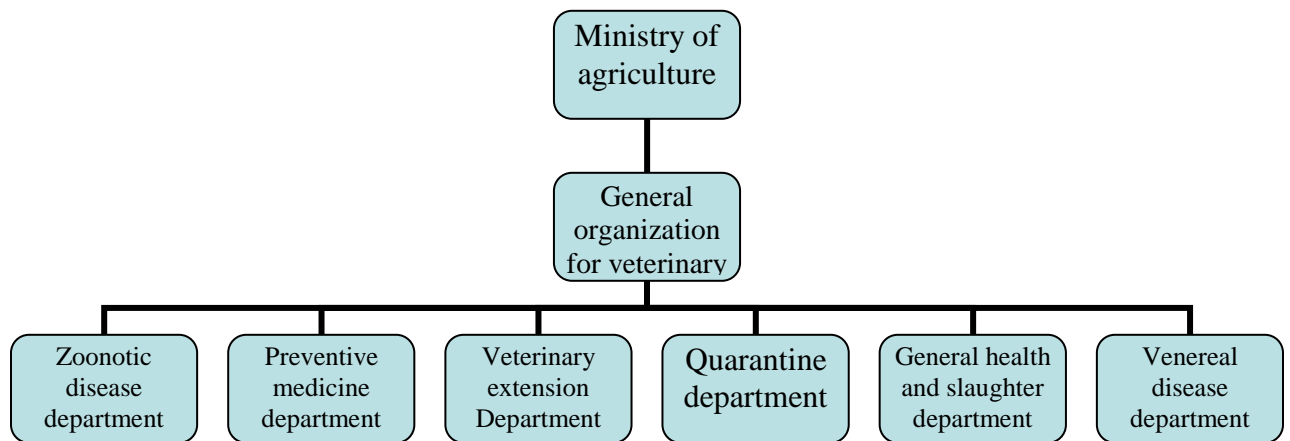
Humanity faces many challenges that require global solutions. One of these Challenges is the spread of infectious diseases that emerge (or re-emerge) from the Interfaces between animals and humans and the ecosystems in which they live. This is a result of several trends, including the exponential growth in human and livestock Populations, rapid urbanization, rapidly changing farming systems, closer integration Between livestock and wildlife, forest encroachment, changes in ecosystems and globalization of trade in animal and animal products,

The objective of the Framework is to establish how best to diminish the risk and minimize the global impact of epidemics and pandemics, by enhancing disease intelligence, surveillance and emergency response systems at national, regional and international levels, and by supporting them through strong and stable public and animal health services and effective national communication strategies. Successful implementation will contribute significantly to the overall

Goal of improving public health, strategic communication plan brings benefits to poor communities and agricultural sectors by reducing the risks of infectious diseases as HPAI and foot and mouth disease (FMD). Putting framework to communication in routine situation and in crisis based on experience from the past situation,

The main objectives of plan: Control HPAI and other existing and potentially re-emerging infectious diseases, Conduct strategic research, fixed an operational plan that facilitates the process of crisis management with surrounding the current situation of communication.

Organigram:



General organization for veterinary services has many departments
Each department has specific responsibility and tasks.

- **Veterinary extension** department is responsible for communication in GOVS. Every governorate has veterinary extension department. Total qualified veterinary extension doctors about (410) trained on communication skills

Veterinary extension play very important role in protect human and animal and improve production of animal.

Introduction:

National plan in communication

*****The aim of national plan is to facilitate a coordinated and effective national response in event of disease.***

- Main material produced

- Flyers
- Posters
- Flipchart
- National media as TV, radio
- Community campaigns

The aim of activities of the National Plan:

- To reduce transmission of the disease and the opportunities for human infection from infected animals
- To strengthen the early warning system of surveillance for early and coordinated response to outbreaks
- To contain and delay spread of disease at the source
- minimize social disruption
- To monitor and evaluate the evolving response to the pandemic.

For effective communication we need effective partnerships

As partnership with:

- Ministry of Health
- Ministry of Education (school programs, books)
- Ministry of interiors Affairs
- Universities
- Official Laboratories
- FAO (as in avian influenza)
- OIE

The communication plan in Egypt

Introduction:

- Mainly focused in highly pathogenic avian influenza and foot and mouth disease which are the most important zoonotic and contagious transboundary animal diseases caused Economic losses.
- Putting a communication plan must be based on accurate data and accurate analysis of disease situation in Egypt, take result by using active and passive surveillance to complete the picture of disease types and subtypes all over Egypt.
- To determine the methodology can be applied to plan we need to know the weaknesses and strengths that can be relied upon to implement the communication plan, like veterinary extension doctors trained in communication skills ,and the main issues to be addressed is to know the disease (characters ,properties).Risk analysis , Framing the risk question as What is the specific hazard of concern?, What is the risk for the introduction of FMD (through illegal trade, legal trade, wild boar?) into (wild animals? Domestic animals?)

1) HPAI (Highly Pathogenic Avian Influenza)

Avian Influenza (H5N1) is becoming be one of the serious public health threats in Egypt. With the growing number of infected human cases, the positive role of community health workers in providing needed information to the Public, it also emphasized the importance of establishing a continuous effective and Systematic educational program backed up with media campaigns.

Objective:

- 1- Improve knowledge of certain practices such as the risk of children playing / handling poultry and hygienic means to dispose poultry wastes.
2. Increase the percent of the public who believe that they could be infected by AI (i.e. increase the perception of possible risk for individuals) and / or who think that their children could be at serious risk if they handle poultry.
3. Decrease the percent of children playing / handling poultry in the Intervention areas.
4. Decrease the percent of the public who purchase chicken from un-safe sources.

Strategies and Activities:

1- Community Interventions:

Objective:

For deeply rooted practices in the family, interpersonal communication remains to be the most important tool to achieve any behavioral change.

Last year shows that it is not an easy task especially if the problem is wide spread like the current situation in Egypt.

Activates

- Public awareness campaign.
- TV Spots Aired on all state owned TV channels within hours of first case of H5N1, Feb, 2006 (Reach 86% in 48 hours).
- Multi-partners AI Communication Committee formed.

2-House to House education

Objective:

- The key tool in the house to house education component to address behavioral change
- The study highlighted the need to sustain their role over time to ensure any change in behavior.
- As a feedback mechanism after seminar with housewives.

Key messages:

- separate between different species of poultry
- wash your hand after dealing with poultry
- Identify specific clothes to deal with the birds.

Result:

- Many housewives separate between different species of poultry.
- Don't buy poultry from un-safe source.
- Raring poultry in closed place.
- Hygienic disposal of dead poultry

3-School Program**Objective:**

School is a very important forum to reach children. Although, it will be difficult to expect that schools will administer special educational activities related to avian flu.

Key messages:

Explain AI (rout of infection, mode of transmission, and how to protect themselves and their family from AI)

- don't dealing with poultry
- be careful when you deal with fancy birds

Action:

Make seminars on schools and using material as

- a. Community flip chart
- b. Community educational video
- c. School posters and stickers
- d. School educational video
- e- Using stationery as rewards in seminar in school.

Results:

Children act as 2nd audience affected strongly on 1st audience (housewives) to change bad and wrong behaviors toward poultry.

Materials:

-Materials, review, production and distribution as fliers, posters, flip chart.

- Media as a change agent, as media is the most important source of information for HPAI. As will as other health issues, mass media (especially TV) not only affected on many target areas but also it is a cost effective means.
- Short educational messages around the day.
- Live- read scripts that can be used for radio ,television or loud speaker

2) In FMD (foot and mouth disease)

1)-communication to private stakeholders (farmers and livestock keepers)

Objective:

To raise awareness with animal owners on what they can do themselves to prevent infection on their livestock.

Action:

Inform owners about: current FMD situation, preventive measures, vaccination programme;

Disseminate by means of posters, flyers.

Key messages:

Keep messages short and simple, focused on practical measures for farmers as

- Don't mix your animals with other animals are sick
- Don't buy animals from unknown sources
- Vaccinate your animals

Results:

Gradually decrease in number of infected animals

2) - Animal movement restrictions

Objective:

To reduced transmission of infection through animals from governorate to another.

Action:

- Veterinary extension campaign make stress on restrict animals being moved from the Nile delta to other areas with lower disease prevalence.

Target audience:

Farmers, Traders of live animals, Butchers

Key messages:

Focus on the risks of mobility animals from the affected area to the right and vice versa.

3)-biosecurity:

Biosecurity as method for prevention and control of FMD

Objective:

To improve the knowledge of animal owner for basic biosecurity measures helping in controlling and preventing the spread of FMD

Target audience:

Veterinary doctors, farmers, traders and transporters.

Key messages:

- how to apply biosecurity,
- Importance of biosecurity in general and on FMD specific

Action:

Veterinary extension seminars teach the owner of the animal to be aware, and apply biosecurity in barns

(Isolation, Sanitation, Traffic control), Highlight the biosecurity and the importance in protection against disease and reduce the chances of spread of the disease.

- The communication role for animal diseases is very important not only in crisis but also in normal case and routine.

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Communication in Normal case (routine)

Activity of communication plan

1) - Contribute to protect and Prevention of disease.

2 - Contribute to Improve production of animal.

Direct group: veterinary doctors, animal holder, farmer, butchers (treatment of infected animal and knowledge of how to deal with animal reach to animal with good health and good production.)

Final target groups: consumers, population

Expected results: knowledge and awareness increased, sustainable save behaviors adopted

Material: flyers, posters, films, radio- TV programs, discussion tools.

Seminar on artificial insemination (importance and application), flier, poster and films Egypt have program in T V (Ser El Ard) (land secret) for long time explain in program how to feed animal with low coast and gain high benefit

To achieve this point we need partnership with agriculture extension.

3)-Biosecurity:

Raising awareness toward biosecurity.

Key message: answer the audience questions

- What are the benefits?

How to apply? This is the main question in audience mind that we must answer it

- Isolate between infected animal and healthy one.
- Using disinfectant products in your frame irregularly.

Target audiences: vet., farmer, smallholder, owners of poultry farms, owners of animal farms, owners of animal farms, butchers, traders, transporters.

Action:, public awareness campaigns, training to veterinary doctors, posters

Expected Result: knowledge and awareness increased, sustainable changes of behavior adopted

Always say “an ounce of prevention is better than a pound of cure”

Partnership: - government,-agriculture extension

Biosecurity should be easy to implement, hard to avoid.

Communication plan in crisis

The role of communication plan not only in crisis but also before and after crisis.

First step for developing a crisis communications plan. Understanding potential audiences is key, as each audience wants to know: “How does it affect me?”

Objectives:

- 1-Monitoring and recognition of emerging risks
- 2- General public understanding of risk
- 3- Public preparation for the possibility of an adverse event
- 4- Changes in behavior to reduce the likelihood of harm (self-efficacy).
- 5-Specific warning messages regarding some eminent threat.
- 6-Alliances and cooperation with agencies, organizations, and groups
- 7 -Message developments and testing for subsequent stages.

Communication in crisis need

1) Identify Your Crisis Communications Team

- This team responsibility for making decisions and spearheading communication.
- A small team of senior executives should be identified as organization of task force team.

2)-Spokesperson Training

. Identify the person who will be the official “voice” a crisis develop and make sure that person is trained accordingly. (Note that the spokesperson may not be the same in every situation, Identify Spokespersons, spokesperson that explain crisis to target audience that

may be force audience to positive reaction or negative reaction and that affect in facing crisis and other wise affect in dealing with crisis .

3)-Establish Notification Systems

Remember when the only way to reach someone quickly was by a single phone or fax number.

4)-Identify and Know Your Stakeholders

Who are the internal and external stakeholders that matter to your organization?

5) - Identify Key Messages

The Crisis Communications Team must continue developing the crisis-specific messages required for any given situation. The team already knows, categorically, what type of information its stakeholders are looking for. What should those stakeholders know about this crisis? Keep it simple.

6)-Riding out the Storm and Brainstorm Possible Scenarios & Responses. Role Play. Repeat

After careful planning to cope with the crisis and identify the most important goals and to answer the most important questions that will face the team facilitates the implementation of the plan and work to cope with the crisis, always say (falling to prepare is preparing to fall)

The delay related damage caused by lack of planning can easily double or triple the Time and cost of damage control. Delay can also result in irreparable harm.

Takes only a onetime plan, with minor updating, to serve as a template and operating basis for all future crisis.

Monitoring, Evaluation of communication plan:

- Monitoring and evaluation before, during, after and end of training and strategic communication plan to assess the learning outcomes to determine the requirement for additional follow-up and institutional support.
- Activities must be reporting ,report is document
(Things not documentary it not happen)
- The following activities will be undertaken to ensure the effective planning, monitoring
- evaluation of the above described activities:
 1. Draft a logical framework for the intervention to derive to key results and indicators to measure these results.
 2. Devise the monitoring tools and benchmarks for the project implementation plan and review these benchmarks regularly

3. Undertake a final assessment of the project intervention while taking into account the survey outcomes

- Using KAP analysis by multiple choice questions about the different sources of information related to avian influenza, Data collected about general behavior of housewives including questions in breeding poultry and Estimate the attitude of house wives toward avian influenza disease.
- Prevention measures focused on individual knowledge and choices will never suffice. Rather, these must be complemented by a social move

Chairman of General organization for veterinary services

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