



الهيئة العامة للخدمات البيطرية

Communication activities in animal health issues in Egypt

Ahmed M. Zahran, DVM
Communication Manager, SAIDR/GOVS
EGYPT

Communication levels:

1- At the level of leaders

2- At the level of veterinarians and equivalents

3- At the level of public

1- At the level of leaders

- Media Training Workshops



- Regular meetings for the Heads of Central and local Veterinary authorities



2- At the level of veterinarians and equivalents

2.1- Capacity-building among workers in the field of veterinary extension through training courses and field activities:

e.g. Strategic communication courses, Proper use of communication material,...

2.2- Implementation of orientation days for Veterinarians and equivalents

2.3- Working on to produce a field manual (SOPs for AI control)



2- At the level of veterinarians and equivalents

2.4- Workshops done in cooperation with Ministry of Information



2.5- Training of Religious leaders on Avian influenza

2.6- Use of Agriculture extension workers to disseminate messages related to HPAI control



3- At the level of public

3.1- KAP survey

KAP research provides a sound information to enlighten the design, planning, development and implementation of future Avian Influenza interventions

The Research was done in two phases,

- *The first : Qualitative search involved three governorates.

- *The second phase will be Quantitative involve the Seven Governorates



3- At the level of public

3.1- KAP survey

Questionnaires :

Adult Female Questionnaire

: Background Part 1 Characteristics

Part 2: Media Habits

Part 3: Knowledge of Means of Transmission

Part 4: Practices Related to Safe Handling of Live Poultry

Part 5: Attitude toward Reporting Infected Birds to Authorities

Part 6: Perceptions about Stakeholders' Role in Eradicating AI Outbreak

Survey Questionnaires: Adolescent Females

Part 1: Background Characteristics

Part 2: Media Habits

Part 3: Knowledge of Means of Transmission

Part 4: Practices Related to Safe Handling of Live Poultry

Part 5: Attitude Toward Infected Birds

Farm Workers and Owners Questionnaire

Part 1: Background Characteristics

Part 2: Media Habits

Part 3: Knowledge of Means of Transmission

Part 4: Practices Related to Safe Handling of Live Poultry

Part 5: Attitude toward Reporting Infected Birds to Authorities

Part 6: Perceptions about Stakeholders' Role in Eradicating AI Outbreak

3- At the level of public

3.1- KAP survey

Results and Recommendations

3- At the level of public

3.2-Flip-chart for household breeders

14 papers – 10 messages



3- At the level of public

3.2-Flip-chart for household breeders

Design of the flip-chart

- 1-Analysis of present data and cases to identify the required messages.
- 2- set the messages
- 3- Drawing the required pictures
- 4- finalize the draft and pre-testing
- 5- Handling of comments then
Printing of the
flip-chart and field usage

Using of the flip-chart

- 1- By Vet. Administrative staff and Vet. Extension departments
- 2- By Field Veterinarians
- 3- NGOs
- 4- Agriculture Extension workers
- 5- Media, Local Radio stations

3- At the level of public

3.3- Establishment of Hotline unit:



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3- At the level of public

3.3- Establishment of Hotline unit:

WHY???Hotline unit!!

- 1- TO handle the incoming questions and To disseminate the required messages for proper breeding methods
- 2- To receive the notifications from public and ensure that the response done
- 3- To re-direct the caller to the responsible department
- 4- As a part of passive surveillance

3- At the level of public

3.4- Use of Veterinary admin. Staff (Pilot):

Number of workers = 71

Supervisor=10

Visited houses = 16430

Visited persons= 31850


3.5- Seminars for villagers :

Routine and as a rapid response



Lessons learn:

- We should listen
- Usually begin with the analysis and re-begin with the evaluation
- The changes in few areas are difficult but not impossible
- We should use our partnerships and alliances
- Capacity building is a constrain but your magic may cover that!!!!!!
- Communication is not just reactive process but it is also proactive.

A large construction crane is positioned on the left side of the frame, its long jib extending horizontally across the upper half. A single, bright orange spherical weight hangs from the center of the jib. The background features a dramatic sky with soft, pinkish-orange clouds near the horizon, transitioning into a deep blue and purple hue as it goes higher. In the distance, a range of mountains is visible under the twilight sky. The overall scene conveys a sense of construction and achievement at the end of a day.

شكراً

Thanks

Ahmed_m_zahran@yahoo.com

Mob. : 010 1182221

Merci