

Short Video on Veterinary Workforce Development

Scope of Work

1. BACKGROUND INFORMATION ON THE OIE

The World Organisation for Animal Health (OIE) is the intergovernmental organisation responsible for improving animal health worldwide. The standards it develops for the trade of live animals and products of animal origin are recognized by the World Trade Organization as reference international sanitary rules (<https://www.oie.int/en/home/>).

The OIE, then known as the « Office international des épizooties », was created on the 25th of January, 1924. Its headquarters is based in Paris. It comprises 182 Members and is present on all continents through 13 Representations or Bureaus in total. The OIE Regional Representation for Asia and the Pacific is located in Tokyo, Japan (<https://rr-asia.oie.int/en/>).

2. BACKGROUND INFORMATION ON OIE'S WORKFORCE DEVELOPMENT PROGRAMME

National Veterinary Services (VS) play critical roles in protecting animal health and welfare, and share responsibilities on issues for which a multi-sectoral One Health approach is required, such as zoonosis prevention and control, and for which they must ensure a veterinary workforce with sufficient numbers and appropriate competencies is in place.

The OIE is developing a [Veterinary Workforce Development \(VWFD\) Programme](#), with the aim of producing tools and approaches to support Member country and/or regions (Members) in veterinary workforce assessment and development. The intention of the OIE is to encourage its Members to systematically assess their veterinary workforce needs and to realistically address those needs within the limits of the financial, human and educational resource constraints that they may be facing.

This means conducting a workforce assessment and considering different levels and cadres of trained personnel to fill identified needs. In doing so, Members may come to recognise that a mix of veterinarians, Veterinary Paraprofessionals (VPPs), and even Community/Village Animal Health Workers (CAHW), could achieve the goal of maximizing performance of veterinary service delivery in the face of existing constraints. At the same time, a decision to utilise VPPs (and/or CAHWs) requires that a suitable regulatory framework exists to set and enforce standards for the training, qualifications, and prerogatives of VPPs (and CAHWs) and their registration with an established veterinary statutory body.

These OIE tools include standards for legislation, standards for veterinary statutory bodies (VSB), guidelines on education, and methodologies for workforce assessment along with a menu of programmes to help countries apply these standards and guidelines. This menu of programmes includes [Performance of Veterinary Services \(PVS\)](#) missions and its targeted support programmes including Veterinary Legislation Support Program (VLSP) missions, Gap Analysis missions, VSB Twinings and curriculum reform activities, amongst others.

To date, key activities already undertaken through the project include:

- VPP Expert Virtual Training Workshop (April - May 2020)
- National level activities in Georgia (October 2020)
- [OIE Virtual Regional Awareness Raising Workshop on Veterinary Workforce and VPPs](#) (June - July 2021)

Reference: flyer on the topic

<https://rr-asia.oie.int/wp-content/uploads/2021/09/bdp-workforce-development-updated.pdf>

3. PURPOSE

Produce an advocacy video to raise awareness of the need for veterinary workforce assessment and planning, highlight good practices in the Asia/Central Asia and Eastern Europe/Asia regions, and show how countries can get involved using the OIE PVS Pathway (and possibly other non OIE tools as well).

The video will be posted on the OIE website(s) and will be used in various workshops.

4. DUTIES AND RESPONSIBILITIES

4.1 OBJECTIVES OF THE ASSIGNMENT AND SCOPE OF WORK

An identified service provider will develop an approximately 3-minute video consisting of 1) animations and infographics on veterinary workforce development, 2) animations and infographics on OIE programmes, and 3) short testimonials (interviews).

Target audience:

Stakeholders of VWFD, including:

- Veterinary authorities
- Veterinary education establishments and training institutions
- Veterinary and VPP associations
- Veterinary statutory bodies and other veterinary workforce regulators
- "Service Users" of veterinarians, VPPs, and community animal health workers
- OIE development and resource partners

Key messages/Outline:

- Introduction of the WFD concept
 - Show relationship, typical tasks, regulatory mechanisms, and proportions of CAHWs, VPPs and vets
 - Need for veterinary workforce assessment and planning
- Short interviews with key stakeholders (as identified by the OIE staff)
 - Value of WF assessments
 - Key activities undertaken
- Overview of OIE support programmes
 - Different programmes available
 - How countries can get involved
- Closing
 - Highlight a few key recommendations from the Asia workshop
 - Where to find further information

NOTES:

- OIE staff and other experts will be available to provide technical support and detailed information on the topic, and work with the service provider to ensure the final product is technically correct.
- There will be validation procedures in the development of the product.
- The final product is expected to be utilised as a basis for other video materials. The video's source files and assets should be shared in an editable format at the conclusion of the project, for further adaptation by the OIE.

- Intellectual property for the final product will belong to the OIE.

Methodology

- Outline/storyboard will be developed by the service provider based on background information provided by OIE
- Animations and infographics will be developed by service provider
- Voiceover/music will be sourced and added by the service provider
- Interviews will be filmed (platform to be suggested by service provider)
- Animations, infographics, and interview content will be combined into a short video
- Subtitles will be added (in English)

Tone & Visual style:

- The tone of the video will be formal but also engaging
- The visual style of the short video will be motion design animations and infographics that are representative of the Asian region.
- The visual style will need to follow the organisation's new branding guidelines which will be provided to the service provider.

Language: Simple English – will add subtitles, unless already in infographic. Ease of translations should be considered while developing the video, to allow further translations in post-production.

Reference:

Similar products (animated infographics and interview films)

[https://trello.com/1/cards/61964e5df1adbe2a4520f9da/attachments/61964eaab3e5b961fefb29a7/download/Video_2 - Para trabajadores de salud y del sector agropecuario - EN.mp4](https://trello.com/1/cards/61964e5df1adbe2a4520f9da/attachments/61964eaab3e5b961fefb29a7/download/Video_2_-_Para_trabajadores_de_salud_y_del_sector_agropecuario_-_EN.mp4)

<https://www.youtube.com/playlist?list=PLkBRx6XRUMCJRgtRQg4u1u9Qjyv9iHMif> (#1-#6 only)

4.2 EXPECTED OUTPUTS AND ACTIVITIES

Coordination and operational preparations leading to the launching of the video with the production team, in coordination with contact points at OIE. Final dates and deadlines to be determined with the service provider.

Activities	Deadline
Outline / Script	TBD
Storyboard	TBD
Voiceover	TBD
Animation / Audio mix	TBD
Interviews	TBD
Final product	Mid-May

4.3 CONDITIONAL ACTIVITIES

Depending on the performance of the service provider and budget availability, the service provider may:

- develop a similar video targeting audiences in Africa or globally
- add subtitles in different languages