

COMMUNICATION IN THE REGION

Focal Points for Communication
in Asia and the Pacific



Organisation
Mondiale
de la Santé
Animale

World
Organisation
for Animal
Health

Organización
Mundial
de Sanidad
Animal

OIE Communication: Regional Updates

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OIE Regional Representation for Asia and the Pacific



New and updated communications materials from RRAP and SRR

- Lumpy skin disease
- African horse sickness
- African swine fever
- Foot and mouth disease
- Capacity building resources
- One Health

✓ “highlights document” in the chat, and to be sent following this meeting


WORLD ORGANISATION FOR ANIMAL HEALTH
Protecting animals, preserving our future

OIE Global and Regional Communication Resources and Activities

1. [OIE Communication Handbook for Veterinary Services](#)
2. Lumpy skin disease ([LSD](#))
 - a. [Leaflets](#) for Vets and Paravets – LSD a threat to the region
 - b. [Poster](#) for Vets and Paravets – LSD a threat to the region
 - c. [Poster](#) for farmers – Protecting your animals from LSD
 - d. [FAQ](#) on LSD Vaccination
3. African horse sickness ([AHS](#))
 - a. [Leaflets](#) for Vets and Paravets – AHS a new threat to region.
 - b. [Poster](#) for Vets and Paravets - AHS a new threat to region.
 - c. [Infographics](#) – AHS Vector Control
 - d. Infographics – AHS emergency vaccination (forthcoming)
 - e. AHS - [OIE Guidelines on preparedness and implementation of emergency vaccination in the Asian region](#)
 - f. AHS - [OIE guidelines for the practical control of viral transmission by reducing vector–host contact in the Asian context](#)
 - g. OIE Equine movement study - [study-husbandry-movement-patterns-of-equids-in-sea-and-china_final.pdf \(oie.int\)](#)

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Communication Opportunities 2022

JANUARY

Launch of Neglected
Parasitic Zoonoses
(NPZs) Resources



FEBRUARY

Lunar New Year
ASF Awareness and
Travel Campaign



11 February
International Day of Women
& Girls in Science

MARCH

3 March
World Wildlife Day

.....

8 March
International
Women's Day

.....

24 March
World Tuberculosis
Day

APRIL

3 April
World Aquatic Animal Day

.....

20 April
World Animal Vaccination Day

.....

22 April
World Earth Day

.....

23 April

MAY



8 May
World Donkey Day

.....

20 May
World Bee Day

.....

22 May
International Biological

JUNE

5 June
World Environment Day

.....

7 June
World Food Safety Day

.....

8 June
World Oceans Day



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Communication **Handbook** Veterinary Services

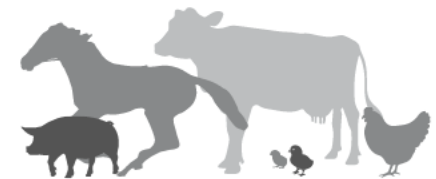


Version 1- October 2015



Setting the context

- Bringing together National Focal Points for communication
- Information sharing
- Improving engagement





World Organisation for Animal Health: Rebranding

Background and Context

What?

Branding change after 18 years:

- New brand strategy developed over a period of six months, **in consultation with stakeholders at all levels.**
- Overall, a proportion of staff and many partners participated in the process, and about 100 members of the public were informally surveyed.

Why?

One of the most common reasons for undertaking the rebranding project is modernization of our organization, which includes:

- Digitization
- New challenges
- A new strategic plan

Why?

The impact of animal health systems on human health, livelihoods and ecosystems has never been more apparent — disease outbreaks have become highly publicised.

Today, the need for international coordination is clear, not only to those working in the global animal health and welfare sectors, but also increasingly to new audiences.

The **need to reach out to audiences beyond** our traditional constituents and stakeholders, has never been timelier and more critical.

Objectives

Our purpose and scope **to be more clearly understood** by audiences worldwide and that animal health & welfare become a high priority for decision-makers.

Our standards and services to be **recognized** and **adopted**.

Audiences to understand that animal health and welfare is not an isolated universe, but an **integral element** to ensuring global public health, food safety, and safe trade.

Our new brand does not change the **core mission** or **mandate** of the Organisation: we remain dedicated as ever to promoting global **animal health and welfare**.

Branding is a way of promoting our overarching purpose and main activities, and finding a concise and dynamic way of telling that story to **outside audiences**.

With the new brand, we can do this more effectively.

A Note About the Name

Our rebranding will transform and modernise our appearance, including the transition from the old acronym (OIE) to one that mirrors our full name, World Organisation for Animal Health (WOAH).

Narrative and Mission

Rebranding means going beyond visual changes and **clearer defining of our narrative and raison d'être.**

The updated brand will increase our visibility and **provide clarity** on our mission, thereby helping us **achieve our goals.**

Reasons to believe

We have been at the forefront of controlling animal diseases for almost 100 years. Since 1924, we have focused on monitoring and disseminating knowledge about animal diseases, as well as on how to use scientific data to limit animal diseases' negative effects on society.

We work with 182 countries and territories, our Members, to protect the health of animals, humans, and the planet.

Our mission will be defined as: “improving animal health and welfare globally, thereby ensuring a better future for all.”

Our mission (extended)

We help policy-makers and governments create a future in which humans and animals benefit and support each other, for a more sustainable ecosystem balance, so that livelihoods are transformed, economies are boosted, and the world is safer and healthier for everyone.

We do that by improving animal health and welfare, globally.

Target Audiences

Through audience engagement, we want:

- to increase the awareness of **Veterinary Services** professionals of our work, so they view us as an accessible and empowering resource.
- **decision-makers** to see us as a partner who can provide a framework, guidance and tools to achieve their goals, joining our effort toward realizing our mission.
- to increase awareness of our brand with the **general public**, gaining their interest and support in making animal health a global priority.

Logo

(Logo will be shared after 30 May 2022)

Thank you

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