



Communicating for Animal Health in Asia and the Pacific

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Regional Communication Officer

27 April 2023



**World Organisation
for Animal Health**
Founded as OIE

Objectives of today's meeting

- Roles of the WOAH regional representation offices and National FPs for Communication
- Introduce our activities and initiatives
- Engagement and information sharing in this network
- Regional website: best practices for use

Communication in the region



- **5.16 billion** people were active internet users as of January 2023, encompassing **64.4 percent** of the global population.
- Global number of unique smartphone users was an estimated **5.44 billion**.
- A global population of **8.01 billion** people means smartphone penetration rate is **68 percent**.
- Number of active social media users: **4.75 billion**, or **59.4 percent** of the global population.

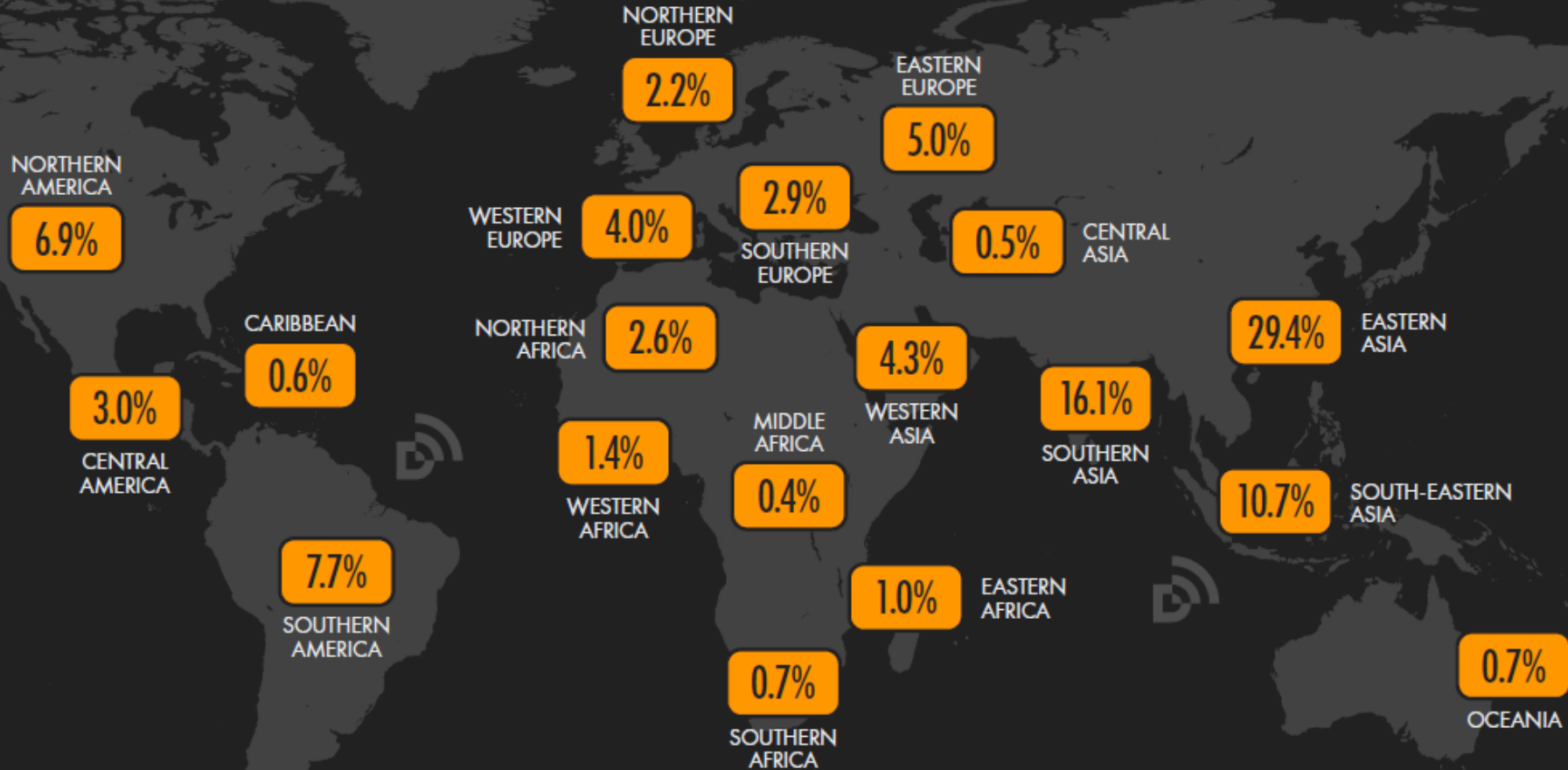
JAN
2023

SHARE OF GLOBAL SOCIAL MEDIA USERS

ACTIVE SOCIAL MEDIA USERS IN EACH REGION AS A PERCENTAGE OF TOTAL GLOBAL ACTIVE SOCIAL MEDIA USERS



GLOBAL OVERVIEW



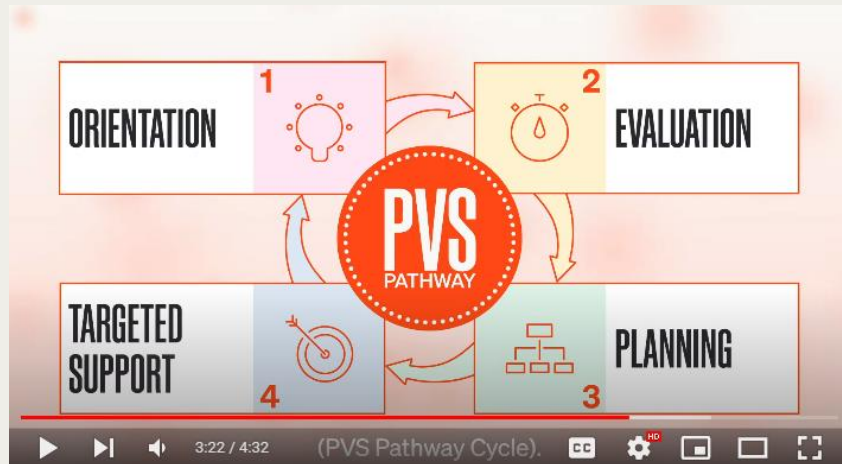
SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; OCDH. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **NOTES:** FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING. DOES NOT INCLUDE DATA FOR SUDAN OR SYRIA. REGIONS BASED ON THE UNITED NATIONS GEOScheme. **COMPARABILITY:** SOURCE, BASE, AND METHODOLOGY CHANGES, INCLUDING SIGNIFICANT SOURCE DATA REVISIONS AND CHANGES IN REPORTING APPROACHES. VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS. FIGURES FOR LOCAL AND REGIONAL SOCIAL MEDIA USE RELY ON DIFFERENT DATASETS TO GLOBAL FIGURES. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.



- Building capacity for better communication in the region
 - Two regional communication officers (at RRAP and SRR SEA)
- Ongoing development of communication campaigns for the region



AMR Awareness in Cambodia: Chicken Farms (Khmer)



Veterinary Workforce Development Programme: PVS Pathway



- Launching (last June) of our regional Twitter account:





Updated information on various animal health topics, including:

- HPAI
- Rabies
- African swine fever
- Foot and mouth disease
- Capacity building resources
- One Health

✓ **“highlights document” to be sent following this meeting**

The screenshot shows the WOAH logo and name at the top left of a white page with an orange header. The page title is 'Global and Regional Communication Resources and Activities'. It contains a numbered list of five items:

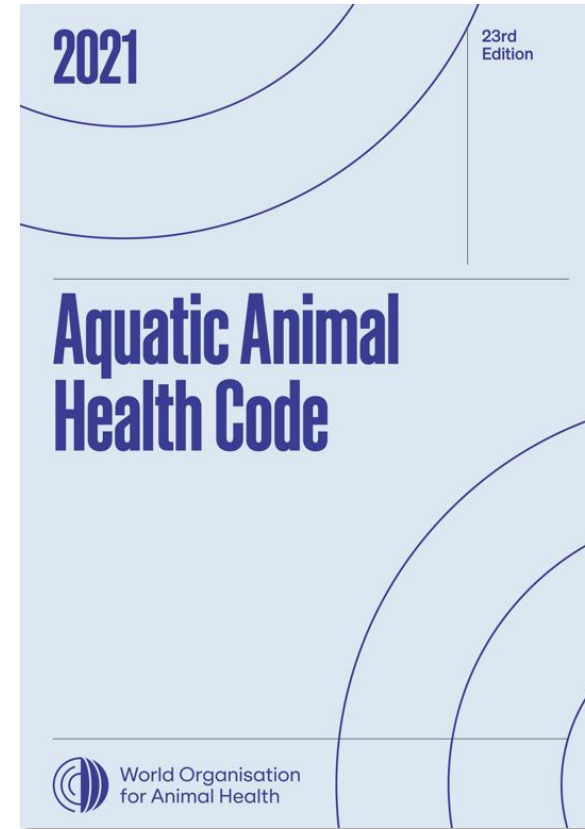
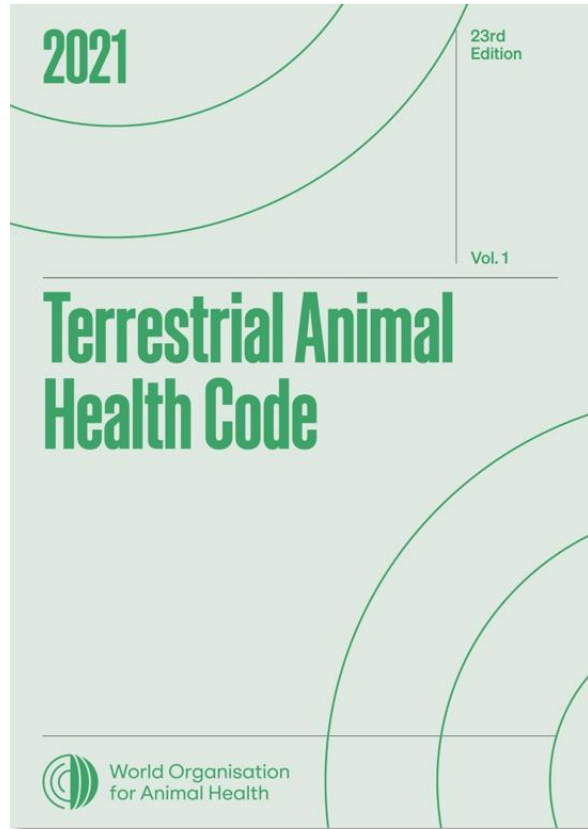
1. World Organisation for Animal Health (WOAH, founded as OIE) websites:
 - Global: <https://www.woah.org>
 - Africa: <https://rr-africa.woah.org>
 - Americas: <https://rr-americas.woah.org>
 - Asia and the Pacific: <https://rr-asia.woah.org>
 - Europe: <https://rr-europe.woah.org>
 - Middle East: <https://rr-middleeast.woah.org>
2. [Communication Handbook for Veterinary Services](#)
3. Communications opportunities via [international days of observance](#)
 - a. Follow our regional ([@WOAH Asia](#)) and global ([@WOAH Global](#)) Twitter accounts
 - b. Subscribe to the [WOAH Global Newsletter](#)
4. [Frequently asked questions](#) sheet about our rebranding from OIE to WOAH
5. African horse sickness ([AHS](#))



Focal Points: You are our supporters!



Standards on communication



Speak out for your country

Communication Focal Points

Help us to build the communication tools on African swine fever and take an **active role** in the prevention of this disease



African swine fever: a current global challenge

As we enter 2019, the spread of African swine fever is causing concern for Veterinary Services, whether they are in an affected region, or not. To address this situation, everyone must remain alert and take action.

Prevention is essential to limit the spread of the disease

The OIE is developing a toolkit to support Members and ensure that travelers and airport staff, pork product traders & consumers, as well as pig farmers and traders are well informed on the behaviours to adopt to prevent the spread of the disease.

Your inputs are important for us

This week, the first version of the tools will be shared with you in the Yammer platform to make an internal consultation.

Take part in the conversation, provide your regional and national inputs, and help us to prevent the spread of the disease.

COLLECT and **PROVIDE** your country feedback on the different surveys and documents related to communication that you receive.

非洲猪瘟 

ASF 致猪死亡 

× **猎人**

不要成为猪致死性疾病的传播媒介

非洲猪瘟 (ASF) 是一种对家猪和野猪具有高度传染性的疾病, 虽对人类健康没有危害, 但对农业经济造成重大打击。目前尚无有效疫苗。

作为猎人, 你有早期发现病例的机会, 也有采取适当行动的责任。

请勿传播疫病

遵守一般预防措施

- 向兽医部门报告任何疾病/死猪情况
- 遵守官方制定的狩猎禁令
- 如果你曾经接触感染, 请勿报告狩猎

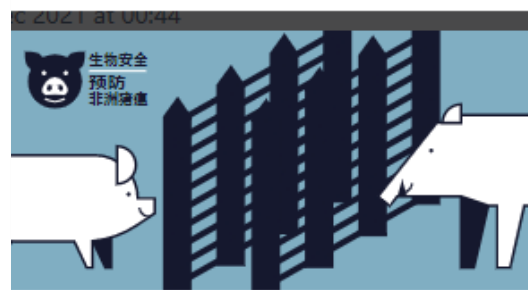
www.woah.org/zh/ 

World Organisation for Animal Health
Founded in OIE

Spread the word



如使用食品残渣或泔水喂猪，
一定煮沸30分钟以上再饲喂。



建设安全围墙或猪圈，阻止家
猪与野猪接触

កសិករចិញ្ចឹមសត្វស៊ី

តើអ្នកអាចទទួលបានប្រយោជន៍អ្វីពីការចិញ្ចឹមសត្វស៊ី?
ប្រឆាំងមេរោគតាមរបៀបណាខ្លះ?

អ្នកអាចកាត់បន្ថយការចិញ្ចឹមសត្វស៊ីបានប្រសិនបើ
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និងជួយសង្ឃឹមដល់ការចិញ្ចឹមសត្វស៊ី



តើត្រូវធ្វើបែបណា?

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ប្រើឱសថប្រឆាំងមេរោគសុខភាពល្អ និងជៀសផុតពីជំងឺផ្សេងៗតាមរយៈការ

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ក៏ចង់ប្រាកដថាឱសថដែលអ្នកបំប្លែងទទួលបានការណែនាំបន្ថែម។



ADAPT the WOAHA communication tools and **DISSEMINATE** them in the Veterinary Services channels to address your national targets

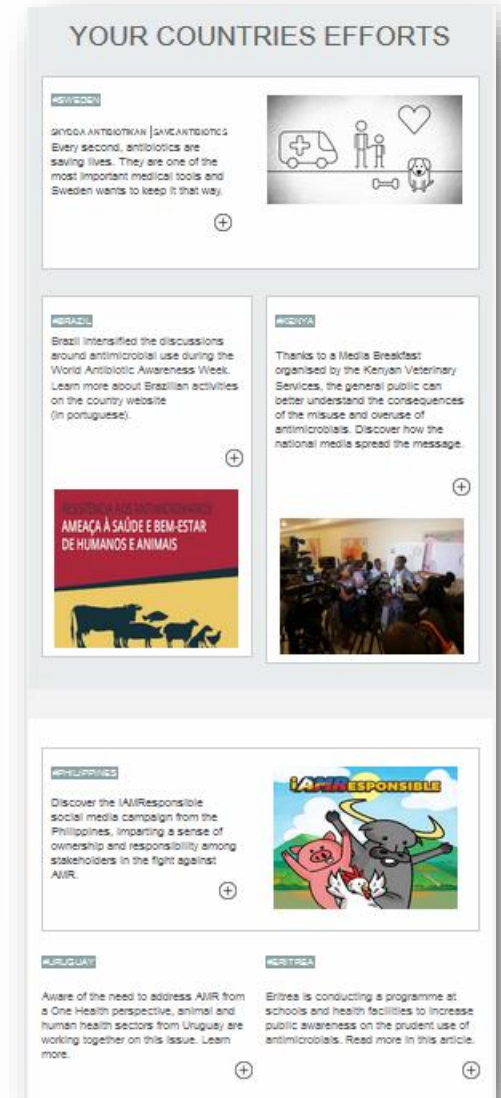


Some examples from around the world



Share your efforts

Together, we can highlight the efforts of your country by **MAKING STORIES** that **MOTIVATE** others to take similar actions



Be prepared



PARTICIPATE in any communication trainings.
APPLY the knowledge in your country to deal with the different animal health risk situations

Create and feed the network



ESTABLISH a communication network with national experts and stakeholders. **ANIMATE** it by sharing your activities and collecting their inputs.



Eva Sebestyen Nemzeti Élelmiszerlánc-biztonsági Hivatal - October 17 at 11:20 AM

Dear Communication Unit,
Dear colleagues,

I would like to share with you the link of the Hungarian National Food Chain Safety Office's video for the World Antibiotic Awareness Week. I hope you find it useful and interesting (and funny). The title of the video is: The Superbacterium, it is available also in English.

<https://www.youtube.com/watch?v=8IMKzFeMSUc&t=85s>

Br, Eva Sebestyen Nemzeti Élelmiszerlánc-biztonsági Hivatal

cc: Luđa Éscati - OIE Communication Unit



The Superbacterium
www.youtube.com



28 September 2023:

World Rabies Day

18-24 November 2023:

World Antibiotic Awareness Week





Communications Opportunities 2023

January

22 Jan Lunar New Year



February

11 Feb International Day of Women and
Girls in Science

March

3 Mar World Wildlife Day
8 Mar International Women's Day
24 Mar World Tuberculosis Day

April

3 Apr World Aquatic
Animal Day

20 Apr World
Animal Vaccination
Day

22 Apr World Earth
Day

23 Apr World
Laboratory Day

30 Apr World
Veterinary Day

May

8 May World
Donkey Day

20 May World Bee
Day

22 May
International
Biological
Diversity Day



June

5 Jun World
Environment Day



7 Jun World Food
Safety Day

8 Jun World
Oceans Day

26 Jun Rinderpest
Anniversary

Communication
Handbook
Veterinary Services



The Official

Bulletin 2022-1



Activities & programmes

Official acts

Expert reports

Animal health



bulletin.woah.org

**What do you expect from WOAHA, in your roles as
FPs for Communication?**

Thank you

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animale

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Mundial
de Sanidad
Animal

