

Overview of Communication in South-East Asia

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Regional Communication Officer



World
Organisation
for Animal
Health

Organisation
mondiale
de la santé
animale

Organización
Mundial
de Sanidad
Animal





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1. Social Media coverage for SEA
2. Translation of communication materials
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4. Communication/advocacy activities



Asia-Pacific Twitter account

- As of today: 1,272 followers
- Publication on a daily basis
- Followers: Animal health professionals, academic, partners, NGOs



Types of publication covering SEA on Twitter

Publication in SEA media

WOAH SRR supports a country

Events in SEA

World Organisation for Animal Health in A... @WOAH_A... · Apr 18 ...

To prevent [#AfricanSwineFever](#) (#ASF), everyone has a role to play. [@bai_official](#) in 🇵🇭 is raising awareness and promoting good practices through a caravan that visits farmers, markets and hog raisers.

Read the full story 📖 :



manilatimes.net
ASF awareness campaign launched
THE Bureau of Animal Industry launched 'Ang Bagong Hamon kay Super Pig,' a caravan that seeks to disseminate accurate information...

🗨️ 2 ❤️ 5 📊 667 📤

World Organisation for Animal Health in A... @WOAH_A... · Apr 11 ...

[#HappeningToday](#), in Bali 🇮🇩, we participate at a workshop on district planning and budgeting for [#Rabies](#) Prevention 🐕. In a context of an ongoing [#vaccination](#) campaign, it is crucial to ensure the sustainability of these efforts as well as the engagement of local authorities.



🗨️ 3 ❤️ 6 📊 604 📤

World Organisation for Animal Health in A... @WOAH_A... · Mar 22 ...

Our [#OneHealth](#) partnership with [@dfat](#) and [@DAFFgov](#) strengthens [#VeterinaryServices](#) to improve health security.

[#HappeningToday](#), in Bangkok 🇹🇭 at the event: “[#PVS](#) Pathway and One Health tools for efficient Veterinary Services”, we discussed priorities and needs with Members.



🗨️ 2 ❤️ 21 📊 519 📤



FMD



6 posters
2 videos

FOOT AND MOUTH DISEASE
How to recognise the disease in your cattle or other farm animals

What is foot and mouth disease (FMD)?

Foot and mouth disease is a highly contagious, viral disease which can spread rapidly from one animal to another.

Although it is rarely fatal in adult animals, it causes serious production losses and is a major constraint on international trade. FMD is not readily transmissible to humans and is not a public health risk.

Who is affected by FMD?

All domestic cloven-hoofed animals are susceptible, including cattle, swine, sheep and goats.

World Organisation for Animal Health
Founded as OIE

SEACFMD

For more information, please visit:
www.woah.org/en/diseases/foot-and-mouth-disease

AMR

16 documents

Fighting antimicrobial resistance

A guide for **veterinary authorities**

Imagine a world where infections and diseases in animals, humans and plants cannot be treated. This worst-case scenario could become a reality as some bacteria, viruses, fungi and parasites develop resistance to the drugs we use to fight them. Antimicrobial resistance, or AMR, has become one of the most pressing health issues of our time. **Solutions exist and you have a role to play to address this global threat.**

World Organisation for Animal Health
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Veterinary Workforce Development

Video

Veterinary Workforce Development

Strengthening national Veterinary Services

0:02 / 4:32



Dashboard

1. FMD (online)
2. ASF (online soon)
3. LSD (in preparation)
4. Avian Influenza (in preparation)



Available on WOAHA Asia-Pacific website

FMD Situation Dashboard



FMD Serotype



199

Available data

121

Otype

13

Atype

31

Not Typed

34

Not Sampled

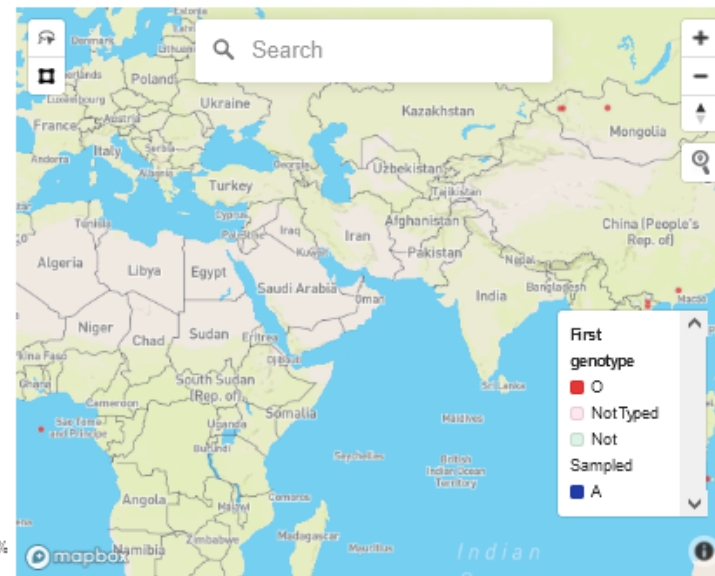
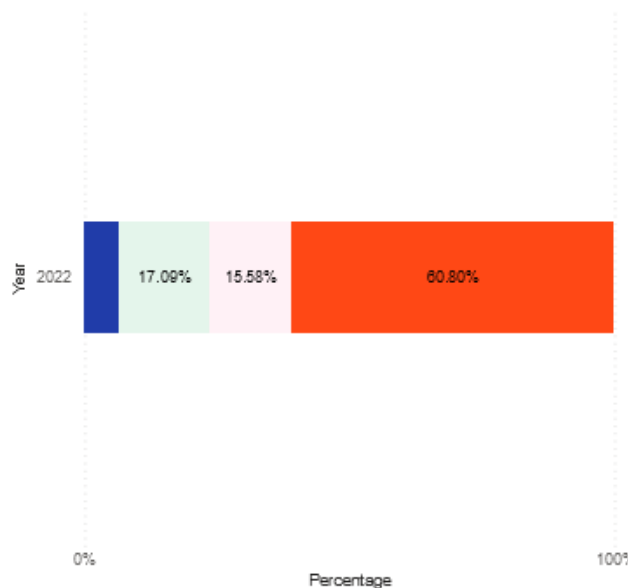
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Year

- 2019
- 2020
- 2021
- 2022

Country

- Cambodia
- China
- Indonesia
- Malaysia
- Mongolia
- Thailand
- Vietnam



72%





Communication/Advocacy Activities



- **Ongoing Projects:**
 - **EU-AMR (Indonesia, Malaysia, Philippines, Thailand and Vietnam)**
 - **MPTF (Cambodia & Indonesia)**
 - **SEACFMD campaign**
 - **Vaccination campaign on rabies in Bali**
 - **ASEAN strategies (ASF & Rabies)**

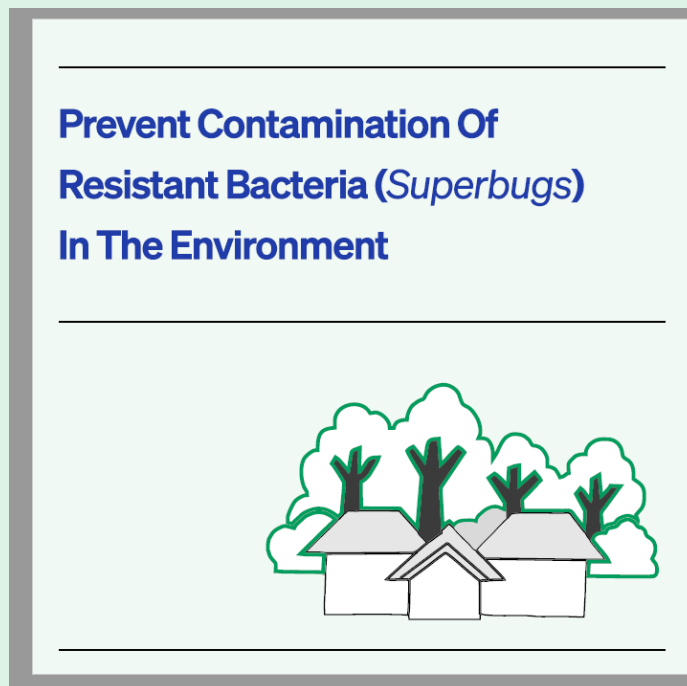
- **Celebration Day**
 - **WAAW**
 - **WRD**



Event (e.g talk show, press conference)



Development of IEC materials



Strategy



Thank you



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