

Effective communication: AMU and AMR in animal health

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- **Risk communication:** the real-time exchange of information, advice and opinions between experts or officials and people who face a hazard or threat to their survival, health, or economic or social wellbeing
- **Behavioral change communication:** strategic use of communication approaches to promote changes in knowledge, attitudes, norms, beliefs and behaviors
- **Why are these important?**
 - Maximise quality of the analysis & probability that recommendations will be implemented
 - Essential to determine level of risk acceptable to stakeholders
- **What is key?**
 - Plan to act
 - Promote inclusive participation
 - Reach decisions through consensus



Stakeholder analysis

- Who are the stakeholders?
 - Could have an impact
 - Could be affected
 - Have expertise to contribute
- ...Then decide who should be involved
 - Identify priority stakeholders to be closely involved in the process
 - Lower priority stakeholders may be consulted or informed throughout



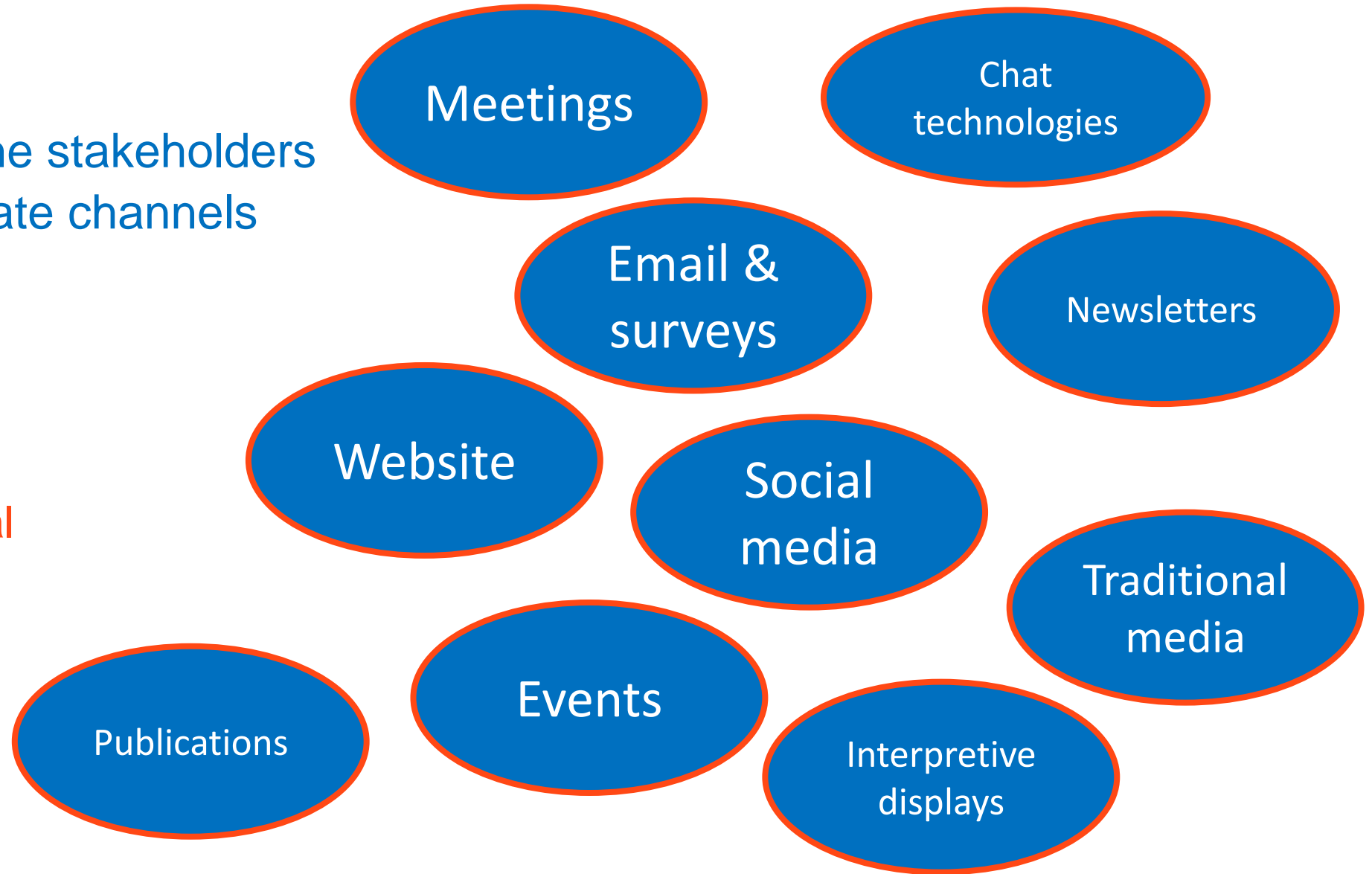


- **Best modalities?**

- Depends on the stakeholders
- Most appropriate channels

- **Tools**

1. Educational
2. Informational
3. Organisational
4. Scientific

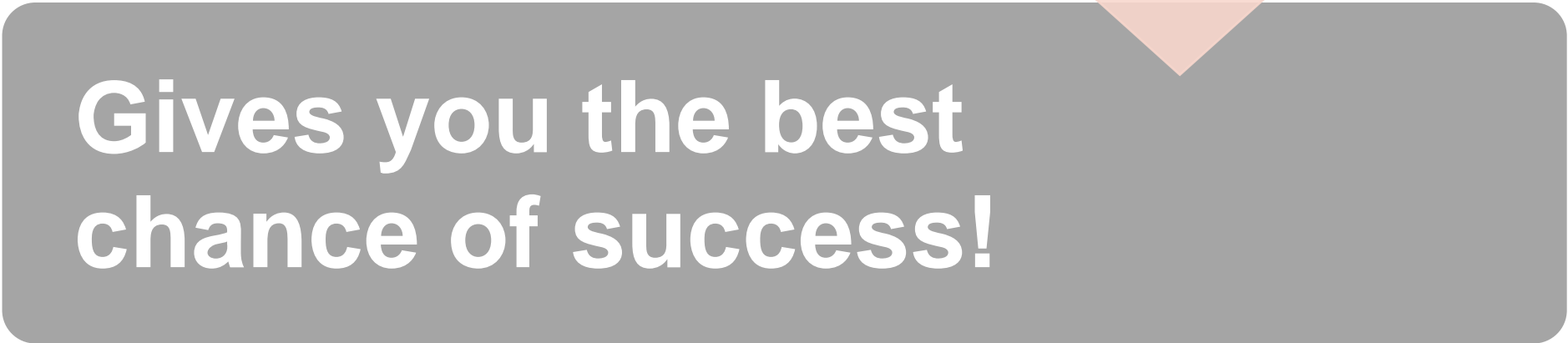


Developing a communication plan

Ensuring that all stakeholders are appropriately informed



Gives you the best chance of success!



Developing a communication plan



- Planning steps
 1. Communication planning process – prioritise objectives to address or communicate
 2. Identify key stakeholders
 3. Develop communications objectives, e.g. most effective means of communication with stakeholders
 4. Communication delivery e.g. which tactics & tools to use, appropriate channels
 5. Evaluation & monitoring – check effectiveness, adapt & improve



1. Acknowledge contributors & sources of information
2. Respect issues of confidentiality & intellectual property
3. Tailor method of communication to the audience
4. For different disciplines or local cultures, avoid use of technical terms where possible (explain in non-technical language)





5. Avoid misunderstandings – discuss the best means of communication in the beginning
6. Emphasise effective two-way communication
7. Periodic survey to monitor effectiveness of communication methods





- **Facilitators**

- Focus on the process rather than the content of the discussions
- Servant to the group rather than the leader
- Ensure the most effective decisions are made – be encouraging!



- **Listening**

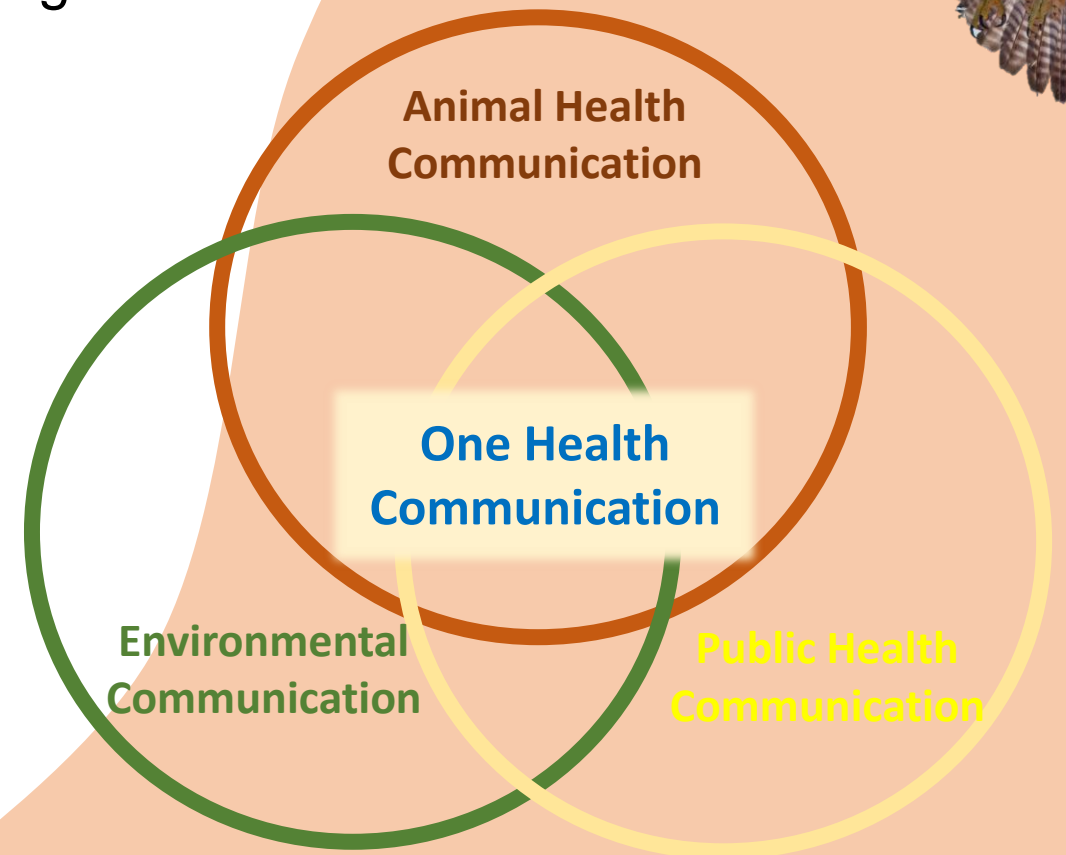
- Central to successful interaction between stakeholders
- Attending, following, & reflecting on what someone says to interpret accurately
- Helpful to deepen quality of the thinking
- Helps to build agreement & understanding between stakeholders

- **What is a One Health approach to communication?**

- Converging approaches when communicating
 - *Animal health*
 - *Environmental & plant health*
 - *Human health*

- **Way to success**

- Multi-disciplinary coordination
- Inter-sectoral cooperation, capacity development and communication



- **Define SMART objectives**
 - **S**pecific, **M**easureable, **A**ttainable, **R**ealistic, **T**imely
- **Identify KPIs**
 - What can be measured meaningfully?
- **Adapt & improve**
 - How do we bolster and support strengths?
 - What went wrong, and how can we do better?



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Thank you



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