



WOAH workshop on development of AMR communication strategy for Mongolia
1 November 2024
The Kempinski Hotel Khan Palace, Ulaanbaatar, Mongolia

Tentative agenda

Topic: WOAHP workshop on development of AMR communication strategy for Mongolia

Time	Topics	Responsible persons/institutions
Opening and Introduction		
8:30 – 9:00	Registration	MPTF project staff
9:00 – 9:05	Welcome note	- General Authority for Veterinary Services (GAVS) - WOAHP Regional Representation for Asia and the Pacific (RRAP), Tokyo
9:05 – 9:15	Introduction of the participants using mentimeter	Dr Batsaikhan Sodnom, WOAHP RRAP Consultant
9:15 – 9:25	Multi-sectoral communication strategies – objective of the workshop	Dr Pondpan Suwanthada (Moss), AMR Regional Project Officer, WOAHP RRAP
9:25 – 9:35	How to effectively communicate about AMR/AMU issues in animal health and human health	Basilio Valdehuesa, Regional Communication Officer, WOAHP RRAP
9:35 – 9:45	Experience sharing on AMR communication from Bangladesh	Dr Sharmin Chowdhury, WOAHP consultant (recorded presentation with subtitles)
9:45 – 9:55	Presentation of outline AMR communication strategy	Batsaikhan Sodnom, WOAHP RRAP Consultant
9:50 – 10:00	General questions and answers	
10:00 - 10:10	Introduction to the group works	Basilio Valdehuesa, Regional Communication Officer, WOAHP RRAP
10:10 – 10:30	Photo & Coffee Break	
10:30 – 11:30	Group work – SWOT exercise (4 groups)	WOAHP RRAP/GAVS
11:30 – 12:00	Plenary reporting (each group presents for 10 mins)	WOAHP RRAP/GAVS
12:00 – 13:30	Lunch break	
13:30 – 14:30	Identifying target audiences & communication channels (group work)	WOAHP RRAP/GAVS
14:30 – 15:30	Develop messaging (group work)	WOAHP RRAP/GAVS
15:30 – 16:00	Coffee break	WOAHP RRAP/GAVS
16:00 – 16:30	Plenary reporting (each group presents for 10 minutes)	WOAHP RRAP/GAVS
16:30 – 16:45	Way forward presentation	Dr Batsaikhan Sodnom, WOAHP RRAP Consultant

16:45 – 17:00	Questions and answers, and general discussion	All Participants
17:00 – 17:15	Workshop evaluation	All Participants
17:15 – 17:30	Closing remarks and vote of thanks	WOAH/GAVS