

# Experience of a National Focal Point for Communication: Mongolia

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World Organisation  
for Animal Health  
Founded in 1924

中华人民共和国农业农村部

Ministry of Agriculture and Rural Affairs of the People's Republic of China



Australian Government  
Department of Agriculture,  
Fisheries and Forestry



From  
the People of Japan

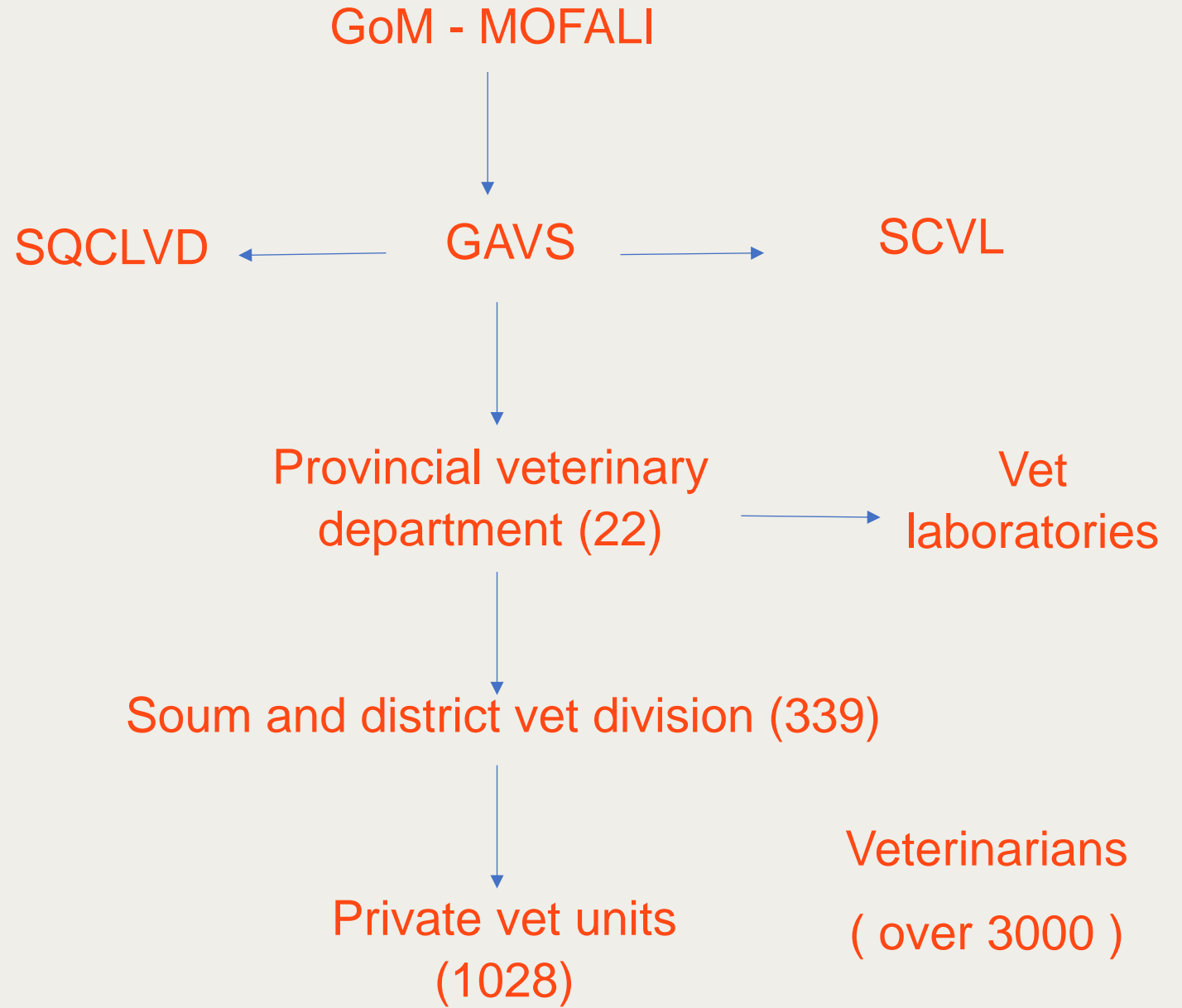
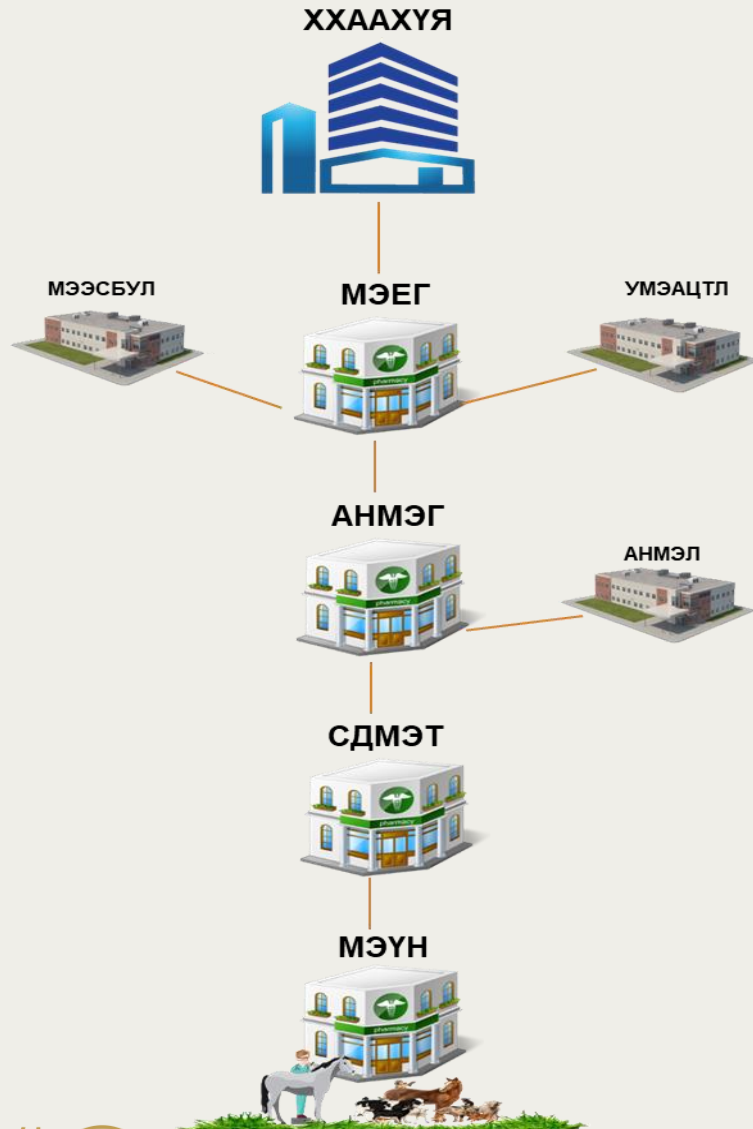
## Mongolia

**Mongolia** is a landlocked country in East Asia, bordered by Russia to the north and China to the south.

- ✓ Land size - 1,564,116 square kilometres
- ✓ Population – 3.5 million
- ✓ Livestock population – 70 million
- ✓ Provinces – 21
- ✓ Soums 330
- ✓ Herder households – 300 thousands



# INTRODUCTION OF THE MONGOLIAN VETERINARY SECTOR





# GENERAL AUTHORITY FOR VETERINARY SERVICES

## Department of Animal Health

Prevention and Control of

Animal Diseases

Ensuring the physical and psychological well-being of animals.

Regulation of Medicines and Biological Products

Implementing effective planning, organizing, and enforcement programs to achieve these goals

## Department of Veterinary Inspection and assurance

- safety and hygiene of the animal and animal originated products, vet drugs and biodproducts,
- export and importing related issues

## Department of Epidemiology, Information, Research & Statistics,

- Recording and processing animal disease diagnosis, outbreak, spread and surveillance data, epidemiological research, evaluation, calculation and analysis,
- responsible for software and system development,
- Providing information and data

## Department of Public Administration

- public administration and human resources management, providing legal assistance, organizing the implementation of policy documents, laws, resolutions :
- conducting information and foreign r

## Department of Finance and Planning

- organize and manage financial activities



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## Communication

1. What is communication: it is usually understood as the transmission of information from a sender to a receiver using some form of medium, such as sound, paper, video etc.

2. Why is it important?

Because, if we deliver information in the right time and right way it can help prevent any risks from happening.

3. Why do we need to develop a communication strategy?

**Communication strategies** ensure that important information is relayed to the right people, through internal and external communication.



## Current communication procedure

- ✓ Yearly meeting at state, provincial, district and subdistrict level face to face and online (weekly, monthly, quarterly, etc.)
- ✓ Capacity building trainings and workshops are organized online via class for the sectors staffs
- ✓ Official web sites and pages
- ✓ Group chats
- ✓ Emails and official papers
- ✓ TVs & radios
- ✓ Social medias
- ✓ News papers
- ✓ Information systems

Purpose of the meeting was:

- ✓ Conclude one year work and introduce new year planning
- ✓ Discussion on new policy, strategy etc...



### Good side:

- ✓ Fast
- ✓ Prevent from any risks
- ✓ Cost saving

### Bad side:

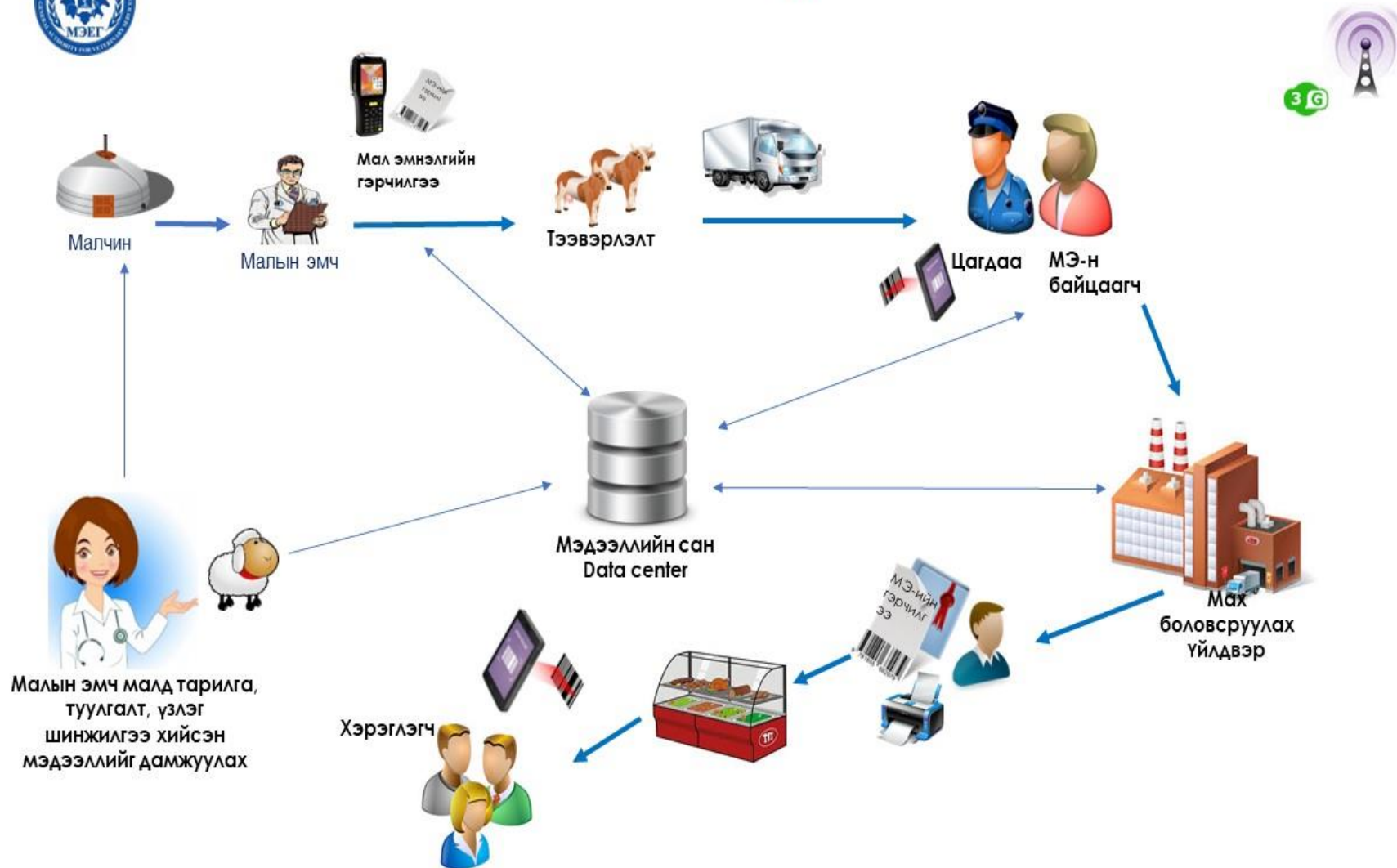
- ✓ False
- ✓ Not easy to make correction
- ✓ Not communicate with another sector



# MONGOLIAN ANIMAL HEALTH INFORMATION SYSTEM



## МАЛ ЭМНЭЛГИЙН НЭГДСЭН СИСТЕМ



- Registration and Certification system of veterinary [mahis.gov.mn](http://mahis.gov.mn)
- Animal receiving and slaughtering process in meat factory [mfos.gov.mn](http://mfos.gov.mn)
- Veterinary drugs, feed supplements, medical equipment [vetdrug.mn](http://vetdrug.mn)
- Veterinary Network Laboratory System [vetlab.shinjilgee.mn](http://vetlab.shinjilgee.mn)
- Testing and assuring of veterinary drugs and bioproducts [dlims.shinjilgee.mn](http://dlims.shinjilgee.mn)
- Registration and information of Bio industry [biocombinat.mn](http://biocombinat.mn)

НЭГ ЦОНХ-НЭГ ҮЙЛЧИЛГЭЭ  
[VETINFO.MN](http://VETINFO.MN)



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# LAW OF ANIMAL HEALTH /2017.12/

7 chapter and 37 Articles

Chapter one. Main goal



Protect animal health



To control the sanitary and hygienic requirements of raw materials and products of animal and animal origin



Худалдааны чөлөөт  
байдлыг дэмжих  
Support free trading



Protect public health



# Develop National communication strategy for AMR 2024-2028 (at GAVS in partnership with WOAH)

## Brief summary of activities

- Antimicrobial resistance (AMR) is indeed a critical global health challenge, and its impact is increasingly being felt across various countries, including Mongolia. AMR occurs when microorganisms such as bacteria, viruses, fungi, and parasites evolve to resist the effects of antimicrobial drugs, such as antibiotics, antivirals, and antifungals. This makes infections harder to treat and increases the risk of disease spread, severe illness, and death.
- Addressing AMR requires a coordinated effort involving policymakers, healthcare professionals, the agricultural and environmental sector, and the public. Mongolia's proactive engagement in combating AMR will not only benefit its population but also contribute to global health security.
- Developed draft AMR communication strategy



**Develop a  
Communication  
Strategy**



**Provide adequate  
information to all  
stakeholders**



**Implies a method,  
strategy, or tool that  
maximizes the  
likelihood of  
achieving a desired  
outcome.**

## Planning stages

1. Communication planning process – ranking the objectives to be resolved or communicated in order of importance.
2. Identify key stakeholders
3. Develop communication goals, for example, the most effective way to share information with stakeholders
4. Dissemination of information, for example, what tactics and tools to use, and appropriate channels
5. Monitoring and evaluation – checking, aligning and improving results



## Background

- ✓ The challenges surrounding antimicrobial susceptibility testing (AST) in Mongolia's veterinary sector highlight critical gaps in addressing antimicrobial resistance (AMR). Inconsistent and random testing, often dependent on external funding, prevents the establishment of systematic trends, making it difficult to monitor and combat AMR effectively.
- ✓ Although public access to information on AMRs is limited, the situation is slowly improving
- ✓ According to WHO's 2016-2018 Antimicrobial Drug Use Surveillance Report, Mongolia's antibiotic use was calculated as 64.4 defined dose days (DD) per 1,000 inhabitants (according to 2015 data), which is the highest among 65 countries in the world.
- ✓ In 2018, it decreased to 50.68 day dose in accordance with the government's policy and measures to limit the amount of antimicrobial drugs sold over the counter and to raise public awareness about day dose.
- ✓ A 2018 staff skills assessment conducted by the Institute of Veterinary Medicine found that only 6% of 47 laboratory staff were able to perform specific diagnostic reaction tests based on the disc diffusion method, indicating a need for skills training in AMR surveillance research.





- Purpose** ✓ The main objective of this communication strategy is to engage key stakeholders and establish principles to promote social and behavioral change to address AMR and its impacts.

**The strategy has the following specific objectives:**

- ✓ To raise awareness among herders, farmers, medical professionals, veterinarians, policy makers and the general public about the dangers and impacts of AMRs on human, animal/animal and environmental health/.
- ✓ Motivate stakeholders to engage in responsible antimicrobial use by consulting experts before administration and adopting preventive measures to minimize disease occurrence
- ✓ Provide guidance, support materials and resources to stakeholders to help them make decisions about the responsible use of Antibiotics in healthcare.
- ✓ Support the development and implementation of policies and procedures that promote the responsible use of Antibiotics in all areas of health, consistent with the AMR National Action Plan.
- ✓ Establish a monitoring and evaluation system to evaluate the results of communication efforts, document changes in knowledge, attitudes, and behaviors, and improve impact over time and make necessary changes.
- ✓ **Result: Draft AMR communication strategy**



# Thank you



Government Veterinary Hospital est. in **1923**  
(9<sup>th</sup> Government Building)

