

Regional Workshop for Focal Points of Communication in Asia and the Pacific 2024

Introduction and objectives

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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



- **WOAH asks its Member countries and territories to nominate 8 National Focal Points in areas important to national Veterinary Services.**
 - Animal disease notification
 - Animal welfare
 - Aquatic animals
 - Animal production food safety
 - **Communication**
 - Veterinary laboratories
 - Veterinary products
 - Wildlife

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- As part of its **Global Capacity Building Programme**, WOAHA organizes regular seminars for each type of Focal Point.
 - **FPs for Communication have been appointed by Members since 2011, and 4 regional seminars / webinars have been held so far in the Asia Pacific:**
 - March 2013 (China, P.R.)
 - July 2018 (China, P.R.)
 - April 2022 (virtual)
 - April 2023 (virtual)
 - **November 2024 – today! (Malaysia)**

- Introduce and train in important **communication concepts** in the context of animal health and related disease emergencies.
- Unpack notions of **misinformation** and disinformation, including drivers and impacts, with a focus on animal health and associated domains.
- Overview of strategies, good practices, methods and tools (including those based on AI) that can be used in the field to prevent, prepare for and respond to **infodemics** (overabundances of information, both good and bad).
- Share Members' communication **experiences** and **good practices**.



- Present WOAHA's new **communication vision** and branding strategy.
- Reinforce the **regional network** of FPs for Communication.
- Identify the **communication needs** of FPs for Communication in the Asia Pacific and discuss how WOAHA can best address them.
 - Strengths and weaknesses
 - What can we do for you, and how can you help us, help you?
- Foster open and free **discussion** on **communication topics** relevant to the region.

- **Facilitator**

- **Guiding**, not leading
- Can only **active effort**
- achieve these objectives with you, and your

- **Agenda**

- Please find at the link:
rr-asia.woah.org/comm2024
or use QR Code



Let's begin



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