



World Organisation
for Animal Health
Founded as OIE



PROGRAM SCHEDULE

National Communication Strategy Consultation Workshop

Date: February 20, 2024

Venue: Eden Grand Ballroom, Hotel Amari, Gulshan-2, Dhaka 1212

Time	Topic	Speaker / Facilitator
Opening Session		
09:00 – 09:30	Registration of the participants	DLS/ WOAHA
09:30 – 10:00	Welcome remarks by Dr. Mohammad Reajul Huq, Director Administration, DLS	Nahoko Ieda, WOAHA
	Remarks by Nahoko Ieda, AMR Regional Project Officer, WOAHA, RRAP	
	Remarks by the Representative from WHO	
	Remarks by Dr. Eric Brum, Country Team Leader, FAO-ECTAD	
	Remarks by the Representative from the IEDCR	
	Remarks by the Representative from the CDC, DGHS	
	Remarks by Chief Guest: Dr. Md. Emdadul Haque Talukder, DG, DLS	
10:00 – 10:30	Group photo & coffee break	
10:30 – 10:45	Plenary presentations Multi-sectoral communication strategies – previous examples (from Cambodia & Indonesia)	Nahoko Ieda, WOAHA
10:45 – 11:00	AMR/AMU communication activities in Bangladesh – challenges and opportunities	DLS
11:00 – 11:15	One Health communication activities in Bangladesh	CDC, DGHS
11:15 – 11:30	General Q & A	
11:30 – 12:00	Presentation of communication strategy blueprint and introduction to the group works	Sharmin Chowdhury, WOAHA
12:00 – 01:00	Group work – SWOT exercise (4 groups)	WOAHA & DLS
01:00 - 02:00	Prayer & Lunch break	
02:00 – 03:00	Identifying target audiences & communication modalities (group work)	WOAHA & DLS
03:00 – 03:30	Plenary reporting	WOAHA & DLS
03:30 – 04:00	Coffee break	
04:00 – 04:30	Target prioritization – online exercise	All Participants
04:30 – 04:45	Way forward presentation	WOAHA
04:45 – 05:00	Q & A and general discussion	All Participants
05:00– 05:15	Workshop evaluation	All Participants
05:15 – 05:30	Closing remarks and vote of thanks	WOAHA/DLS
End of Workshop		