

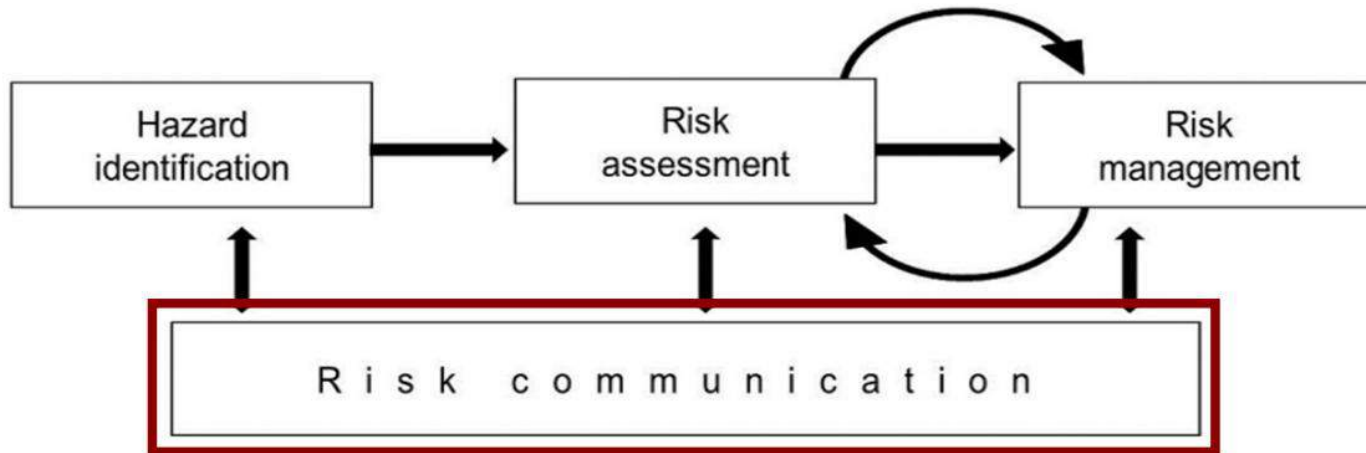


# **RISK COMMUNICATION APPROACH IN VIET NAM**

Hanoi, 19 February 2025

# Components of Risk Analysis - Hazard Identification, Risk Assessment, Risk Management and Risk Communication

*The four components of risk analysis*



# What is “Risk communication”?

**Risk communication** refers the real-time exchange of information, advice & opinions between experts or officials and people who face health threats to their survival, health or economic or social well-being.

**The goal of risk communication** is that all people are aware of the risks and are involved in the implementation to minimize the impact of threats such as disease outbreaks, to protect and prevent people and animals from diseases.



FAO published the Guidelines for Risk Communication Messaging to address avian influenza A (H7N9).



WOAH/OIE has a dedicated communication chapter under the Quality of Veterinary Services Section, the 27th Terrestrial Animal Health Code dated 2018.



WHO has Field Guide on Effective Communication during Public Health Emergencies.



In Vietnam:

**Public Health:** In accordance with the IHR, risk communication is considered as a fundamental component in managing any public health emergency and ensuring a sense of trust during outbreaks

**Animal Health:** DAH developed the One Health risk communication strategy 2019 -2023 targeting prioritized zoonoses, conducted a series of media communication training to support both animal and public officials to work with mass media and the public during animal-originated health threats

## Coordination Of Risk Communication Plans And Activities

Level	Key responsible agency	Collaborating agencies	
		Agriculture sector	Health and Information sectors
<b>Central</b>	Department of Animal Health (DAH)	<ul style="list-style-type: none"> <li>• Department of Livestock Production</li> <li>• National Centre for Agricultural Extension</li> <li>• CITES management authority</li> <li>• National Department of Agro-Forestry-Fishery Quality Assurance</li> </ul>	<ul style="list-style-type: none"> <li>• Department of Preventive Medicine</li> <li>• Department of Food Safety</li> <li>• Communication and Remuneration Department</li> <li>• Central Communication agency</li> </ul>
<b>Provincial</b>	Provincial animal health management agency (Department of Animal Health/ Department of Animal Health and Livestock Production)	<ul style="list-style-type: none"> <li>• Department of Agro-Forestry-Fishery Quality Assurance</li> <li>• Forest Protection Department</li> <li>• Centre for Agricultural Extension</li> </ul>	<ul style="list-style-type: none"> <li>• Centre for Disease control, Department of Health (DOH)</li> <li>• Department of Food Safety</li> <li>• Provincial Communication Agency</li> </ul>
<b>District</b>	District animal health management agency (Division of Agriculture, District People's Committee (PC))	<ul style="list-style-type: none"> <li>• Centre for Agricultural Technical Services</li> <li>• Forest ranger</li> </ul>	<ul style="list-style-type: none"> <li>• District Health Centre</li> <li>• Health Division under District PC</li> <li>• Information Division under District PC</li> </ul>
<b>Communal</b>	Communal PC (Agriculture team)	<ul style="list-style-type: none"> <li>• Agriculture Extension and Livestock Production team</li> </ul>	<ul style="list-style-type: none"> <li>• Communal Health Station</li> <li>• Communal Radio<sup>5</sup></li> </ul>

# Steps In Establishing Networks & Developing Coordination Mechanism

## Step 1: Set up/Complete the communication network

### Task

1. Identify the internal communication group (in animal health sector)
2. Identify the coordinating agencies/ individuals (outside the animal health sector)
  - Other sub-sectors of agriculture (livestock production, agricultural extension, forest protection)
  - Other sectors (Health, Industry and Trade)
  - Organizations Mass media

## Step 2: Develop coordination mechanisms

### Task

1. Assign specific responsibilities to each member of the communication group in the animal health sector
2. Prescribe the contents of information to be shared

# Monitoring of Related Outbreak Information

## Step 1: Gather information from the community, mass media and social networks

### Activity

- Information gathering from community
- Monitoring information on mass media and social networks

### Responsible individual/ organization

- At district/communal level:
  - Communal veterinary staff
  - Staff of Animal Health Station/ Centre for Agricultural Technical Services
- At provincial/central level:
  - Leader and officials of specialized divisions related animal health under the DAH
  - Leader and officials of specialized divisions related animal health at provincial animal health agency

## Step 2: Information verification

### Activity

- Direct verification right after receiving information about animal diseases from the community (information from the routes to the locality should be verified)
- Indirect verification

### Responsible individual/ organization

- At district/communal level:
  - District PC leader in charge of animal health
  - Communal PC leader in charge of animal health
  - Leader and staff of Animal Health Station/ Centre for Agricultural Technical Services
- At provincial/central level:
  - Leader and officials of specialized divisions related animal health under the DAH
  - Leader and officials of specialized divisions related animal health at provincial animal health agency

# Monitoring of Related Outbreak Information

## Step 3: Processing received information

### Activity

- Quick review/analysis
- Classification of information by degree of possible epidemics and consequences, or rumor or misinformation
- Integrating Findings Back into Decision Making  
Making communication respond

### Responsible individual/ organization

The person in charge of communication at higher level (district/ provincial/ central)

## Step 4: Communication action to respond

### Activity

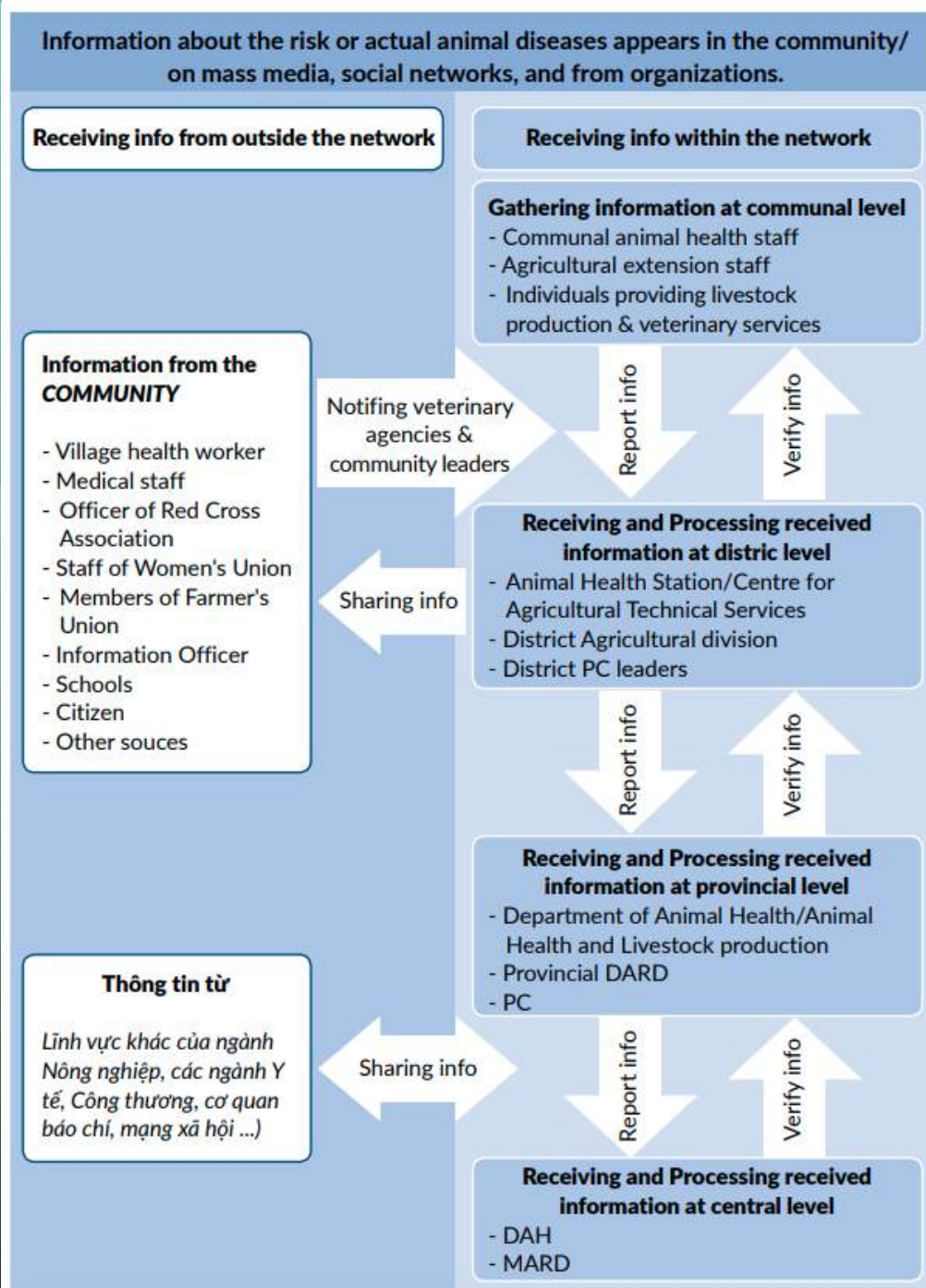
- Report
- Decide the mode of providing information and feedback
- Providing information sharing to agencies and organizations and/ or reflecting rumor or misinformation and communication to community

### Responsible individual/ organization

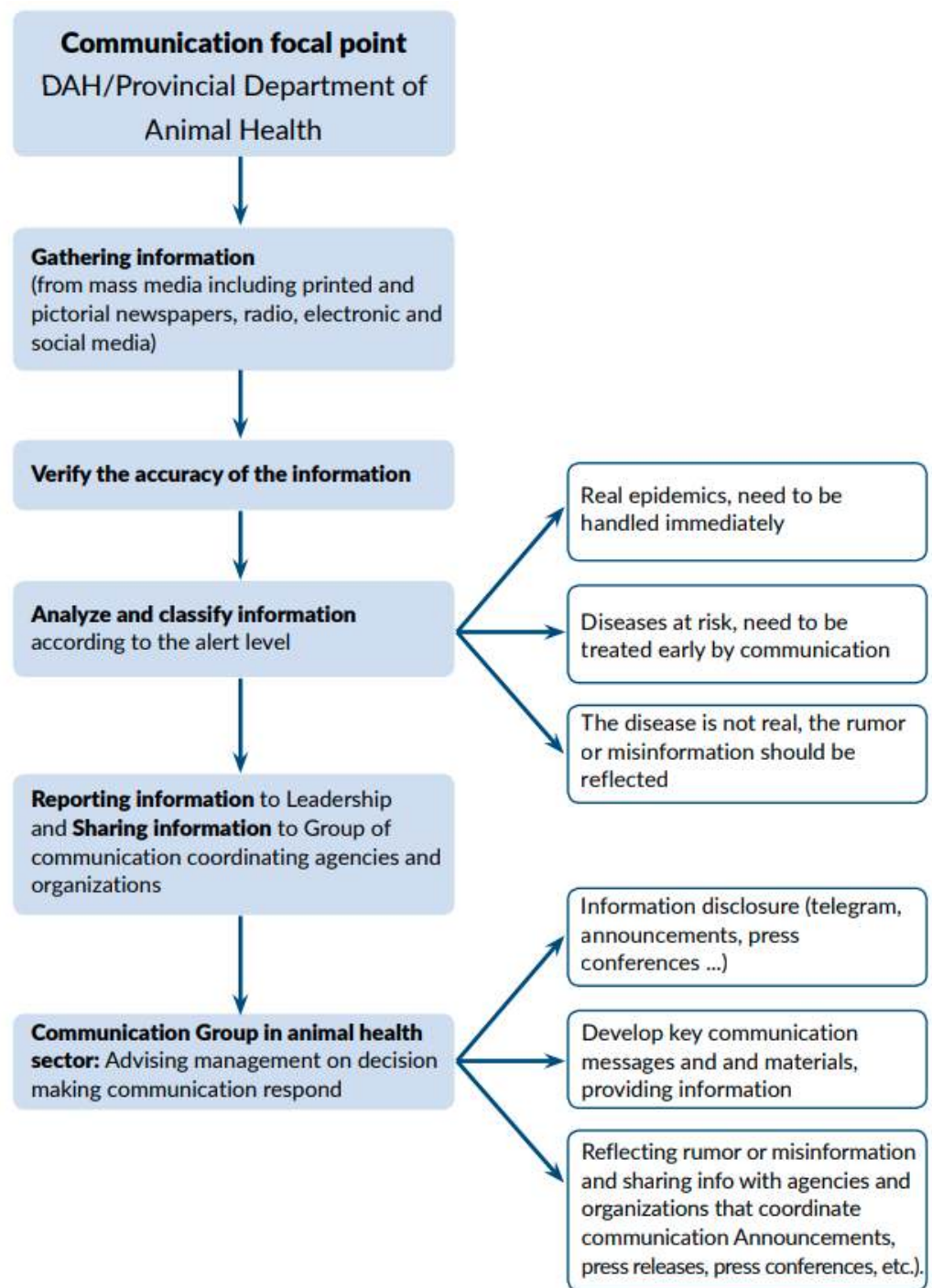
The person in charge of communication at all levels



# Summary of Information Gathering from Community and Feedback



# Process of Monitoring & Handling Information on Mass Media





INFORMATION  
SHARE AND  
MESSAGE  
DEVELOPMENT

Process of Sharing Information & Developing Messages during Outbreak Phases

Form	Content	Outbreak phases		
		Pre-outbreak	Risk is increasing and prior to outbreak declaration	During outbreak
Providing information to the Group of communication coordinating agencies and organizations	<ul style="list-style-type: none"> <li>• Preparing information to inform</li> <li>• Sending information via official letters and email</li> <li>• Organizing meetings</li> </ul>	Monthly	Weekly	Weekly/Daily
Press Conference	<ul style="list-style-type: none"> <li>• Preparing information to inform</li> <li>• Prepare press release</li> </ul>		When there are enough conditions to declare an outbreak	Upon needed
Communication on mass media, social media trusted by farmers and communities	<ul style="list-style-type: none"> <li>• Develop communication message</li> <li>• Develop materials</li> <li>• Modifying messages as needed to match the nature of the disease</li> </ul>	Regularly in potential risk locations	Regularly and continuously during the outbreak	Continuously and increasingly during the day/week

# Formulating Risk Communication Products

## **Technical responsibility**

- Central level: Leader and officials of divisions specialized in animal health and International Relations-Communication division under the DAH
- Provincial level: Leader and officials of divisions specialized in animal health of Provincial Department of animal health/livestock production and animal health

## **Approval responsibility**

- At central level: DAH leader
- At provincial level: Department of animal health/livestock production and animal health leader

# Communicating with Mass Media

## **Coordinating responsibility:**

- Staff of animal health divisions that are related to animal disease prevention and control.
- Staff of CITES Management Authority that are related to the prevention and control of diseases originated from wild animals o Staff of Provincial Department of Animal Health/Livestock Production and Animal Health
- Staff in livestock production, agricultural product quality management, agricultural extension sectors at provinces.
- Staff of Provincial Department of Forest Protection.

# Communicating with Mass Media

## **Approving responsibility**

- Leaders of DAH
- Leaders of Provincial Department of Animal Health/Livestock Production and Animal Health (SDAH).

## **Time/frequency of press release**

- When the outbreak began: declaration of the outbreak
- During the outbreak: depending on the nature and severity of the outbreak
- After the outbreak: claiming freedom from the outbreak.

## **Forms of press release**

- Printed, to be disseminated to mass media.
- Soft file in pdf format, to be disseminated via email to mass media.

**Approving deadline:** Not later than 3 hours before release.

**Receiving agencies:** The press release shall be disseminated to all press agencies

# Risk Communication Evaluation During the Outbreak of Animal Disease

**Purpose:** to identify impacts of communication interventions, awareness level & actions on disease prevention at all levels, sectors and communities; to identify necessary changes in communication strategies & methods, necessary modifications to the communication management regulations & procedures & to provide information on the outbreak to respond to its evolution.

**Responsible agencies:**

- Central level: DAH
- Provincial level: SDAH

**Evaluation time:**

- When the outbreak changing & spreading quickly
- When the disease transmits from animals to humans
- When there are many rumours and it's impossible to control over information related to the disease & its consequences



Risk  
Communication  
Evaluation  
During the  
Outbreak of  
Animal Disease

**Indicators of executive communication:**

- Awareness and actions to be taken in outbreak prevention and control of coordinating agencies and organizations: list, number of agencies and organizations involved in outbreak prevention and control, and number of people of each agency or organization involved.
- Awareness and action to participate in communication on prevention and control of coordinating agencies and organizations: list, number of agencies, organizations participating in communication and the number of people of each agency or organization involved.
- Number of regulations issued
- Number of information provided
- Number of additional and corrected information
- The level of farmers/people supported and guided in the outbreak

Risk  
Communication  
Evaluation  
During the  
Outbreak of  
Animal Disease

**Evaluation methods:**

- Collect data from records, books, reports
- Monitor the activities of the mass media (*television, voice radio, printed newspapers, online newspapers*) & social media (*YouTube, Zalo, Facebook, etc.*)
- Case studies
- Rapid assessment method with focus group discussions (*with veterinary network*); In-depth interviews (*with communication staff, veterinary staff*) and in-depth interviews with representatives of target groups affected by the outbreak.
- Observing points (*in public places, locations affected by the disease*)

# Risk Communication Evaluation After Outbreaks

**Purpose:** : to identify the effectiveness of communication interventions for outbreak control, draw lessons.

**Responsible agencies:**

- Central level: DAH
- Provincial level: SDAH

**Assessment time:** Within 1 month after claiming freedom from the animal disease.

**Indicators**

- Amount of information provided during the outbreak
- Number of decisions issued during the outbreak
- Number of additional & corrected information during the outbreak
- Level of leadership participation in prevention & control
- Level of coordination with agencies and agencies in communication and disease prevention & control
- Level of people supported & guided on prevention & control
- Changes behaviours of farmers/population in disease prevention & control



# Capacity Building

## 1. *Organizing Training Programmes*

### Objectives of training

- Provide critical knowledge on animal and zoonotic disease for farmers and members of group of communication coordinating agencies and organizations: causes of disease, behaviours that may increase the risks of spreading the disease or transmitting it from animals to farmers, transmission routes, symptoms of the disease on animals and humans, and preventive measures for animals and farmers.
- Enhance knowledge and communication capacity of the team responding to the outbreak of animal diseases.

**Responsible agencies:** at Central level: DAH & at Provincial level: SDAH



# Capacity Building

## **Coordinating agencies/individuals:**

communication specialists, husbandry animal health specialists, national and international health workers specialized on communicable diseases.

**Time for implementation:** When there is no outbreak of animal disease.

## **Identify training demand:**

- Basic knowledge on the outbreak and measures of prevention and control of animal diseases
- Skill to gather information related to the disease
- The information sharing ways and coordinating manners with media agencies
- Communication methods and skills.



# Capacity Building

## **Modes of training**

- Training in basic knowledge on the outbreak and measures of prevention and control of animal diseases
- Professional training on communication methods and skills
- Training for the press on coordinating news coverage and guiding the community on prevention and control of the outbreak.

## **Subjects to be trained:**

- Communal veterinary staff and collaborators
- Agricultural management officers
- Health workers
- Communication managers at all levels, including speakers
- Reporters, editors
- Communication staff of social organizations are mobilized to participate in communication on prevention and control of animal diseases



# Capacity Building

## **2. Organizing Training Programme & Risk Communication Functional Simulation Exercises On Outbreak Prevention & Response**

### **Objectives of training**

- Enhance knowledge and communication skills for groups of
- specialized staff in charge of risk communication on prevention and control of animal disease.

**Responsible agencies:** at Central level: DAH & at Provincial level: SDAH

### **Coordinating agencies/individuals:**

- Animal health specialized divisions of DAH
- Provincial SDAH/Livestock Production and Animal Health
- Communication specialists, husbandry-animal health specialists, national and international health workers specialized on communicable diseases.

**Time for implementation:** When the outbreak of animal disease began and spread rapidly



# Capacity Building

**Identify training demand:** Review the skills of the veterinary staff network to develop a training plan to improve skills including:

- Skills to handle and make decisions about information crisis
- Information gathering & processing skills,
- Reporting & information provision skills
- Developing communication messages & materials skills,
- Writing press releases skills and working with the press
- Methods and skills for communication evaluation.





# Capacity Building

## Modes of training:

- Advanced and up-to-date training on outbreaks, updates on animal disease control and treatment methods for veterinary staff & journalists.
- Training of knowledge and skills on participatory method for veterinary staff to be communicators in veterinary specialized agencies.
- Conducting Simulation Communication Exercises at the table and in the field-based Scenario of animal diseases for veterinary staff to carry out communication activities.
- Advanced training for veterinary staff: information-gathering skills related to disease, information sharing, coordination with the media, methods & communication skills
- Training of knowledge and skills on communication evaluation for communication managers in veterinary specialized agencies.



# Capacity Building

## **Subjects to be trained:**

- Communal veterinary staff
- District veterinary staff
- Health workers
- Communication managers at all levels, including speakers
- Reporters, editors



**THANK YOU VERY MUCH**