



World Organisation  
for Animal Health

# **Support at the country level**

## **Opportunity to implement activities in line with global, regional, and national strategies**

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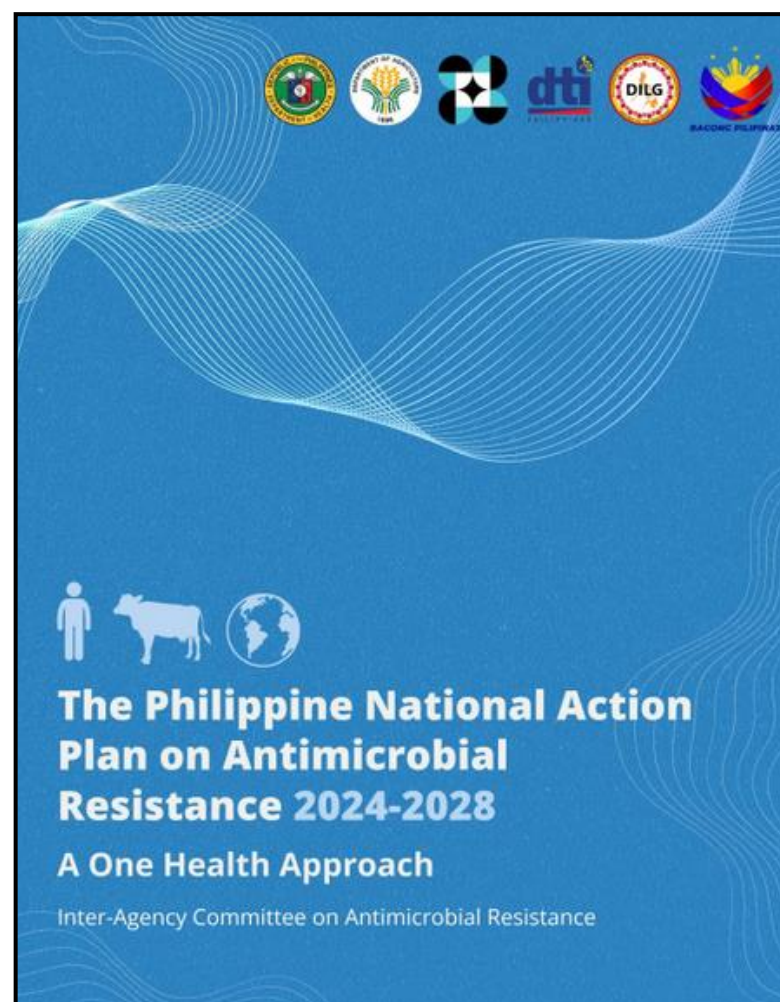
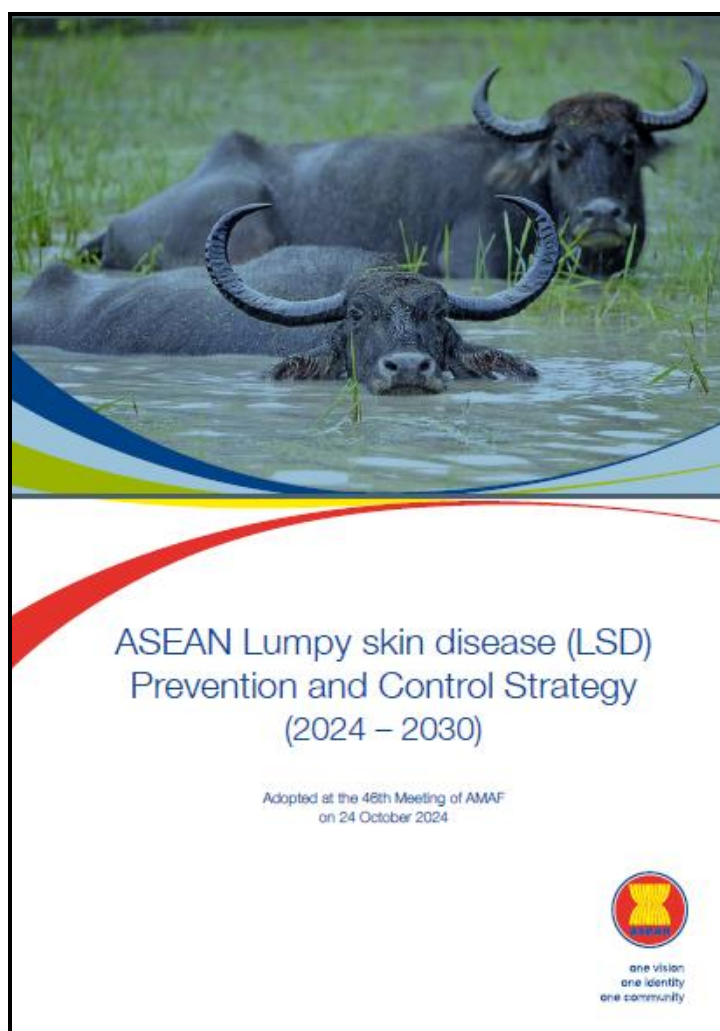
WOAH Regional Workshop for Focal Points of Communication in Asia  
and the Pacific

19 September 2025, Virtual





- National Action Plan on Antimicrobial Resistance
- One Health Joint Plan Action
- ASEAN LSD Prevention and Control Strategy



Available on WOAAH YouTube channel

Guidance on using good-quality vaccines for LSD control for animal health staff

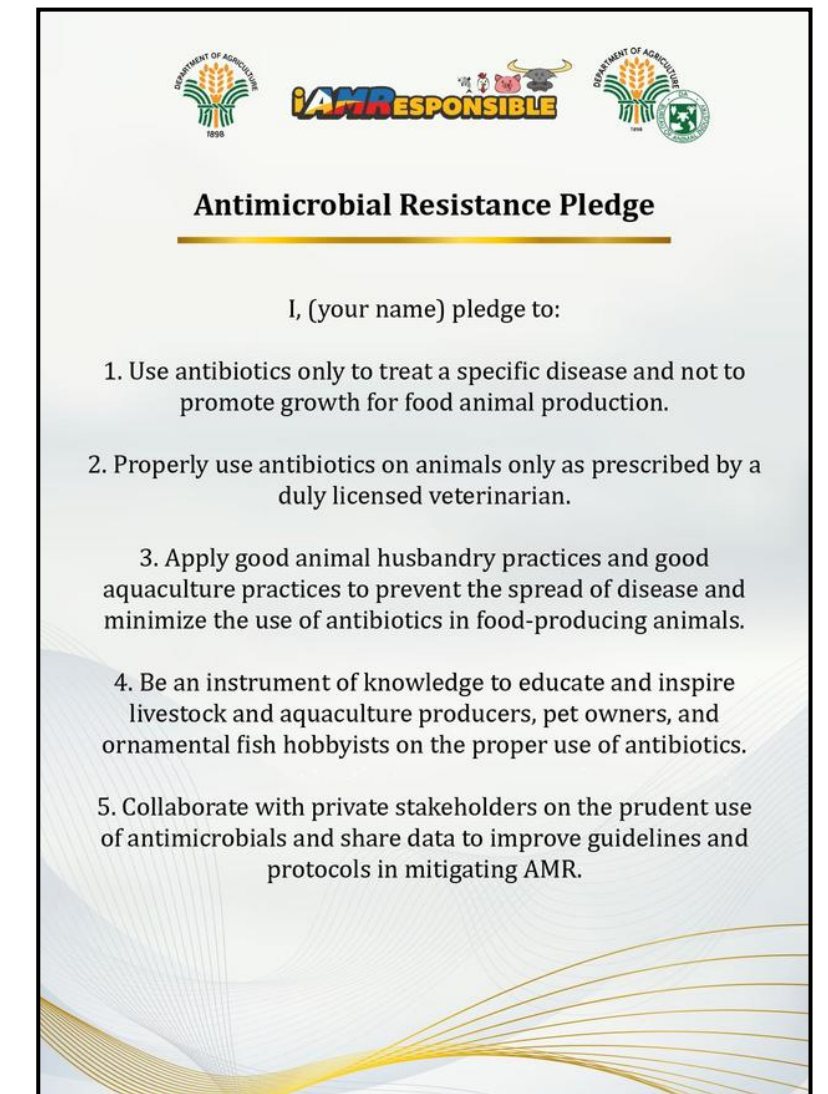


Protecting farmers' livelihoods through LSD vaccination





- Media
- Private sector
- University





- Formulate a request to WOAHA
- WOAHA can help to develop a proposal
- Add communication activities into a global programme

*Risk communication and communities' engagement during vaccination campaign*







# What is coming up?

6

- **IEC Materials on neglected tropical diseases**

- AT3 - OHJPA
- Materials available by end of November

- **Campaign during WAAW 2025**

- Use of paid services to boost the visibility of social media posts, videos, and AMR webpages
- Increase the level of engagement

- **Video**

- Sub-standard Falsified Veterinary Products**

- Calling for cross sectoral collaboration



- Public-Private Partnership**

- Explaining and encouraging this approach



Advocacy is the act of engaging and influencing decision-makers to prioritise animal health and welfare as essential to public health, livelihoods


## Policy Brief

### LSD

Policy brief:

### Lumpy Skin Disease (LSD)

#### The Threat of Lumpy Skin Disease in Asia



#### The Emergence and Spread of LSD

Lumpy Skin Disease (LSD) is a highly contagious viral disease affecting cattle and buffalo and a range of wildlife, including Gaur, Mainland serow, and Banteng in Asia. LSD negatively impact both animal health and production [1]. It causes skin lesions, fever, and reduced milk production. Since the first confirmed outbreak in the Asia-Pacific region in Bangladesh in 2019, LSD has quickly spread throughout Asia. In South-East Asia (SEA), eight out of ten ASEAN Member States have reported LSD outbreaks [2]. Besides animal health, LSD has serious implications for the livelihoods of farmers and economic impacts for the cattle value chain.

LSD transmission across borders is closely linked to the introduction of livestock and illegal animal transportation, while within-country spread is often facilitated by animal movement and insect vector [3].

#### Economic Impact of LSD

LSD causes substantial economic losses across the cattle value chain, negatively impacting both production and market sectors. These impacts include reduced milk production, lower carcass quality, disruptions in animal trade, and increased operational costs for cattle producers. The economic toll of LSD on the Asian cattle sector is estimated to reach as high as USD 1.45 billion [3].

In SEA, the negative economic impact of LSD is evident in affected countries, highlighting the urgent need for effective control measures. For example, a dairy cooperative in Thailand experienced a three-month milk loss of 127 tons, valued at USD 68,943, due to LSD outbreaks [1].


Studies indicate that the average loss per affected dairy farm in Thailand is approximately USD 2,461, largely due to the costs of treating infected animals and losses in milk production. In Bangladesh, households with 2-15 cattle incur average losses of USD 276 per outbreak, mainly from treatment expenses and reduced productivity [1]. Notably, these differences in economic loss between the two countries can be attributed to variations in herd size and the intensity of farming practices.

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### SFV P

Policy Brief:

### Securing trust in veterinary medicines in Asia-Pacific: tackling substandard and falsified products



#### Executive summary

Substandard and falsified veterinary products (SFVPs) pose a serious threat to animal and public health, particularly in the Asia-Pacific region. The circulation of these products undermines disease control, contributes to antimicrobial resistance, and weakens trust in veterinary medicines.


To address this issue, the World Organisation for Animal Health (WOAH) has launched the VSAFE initiative. It aims to strengthen national surveillance, support regulatory enforcement, and facilitate information sharing among WOAH Members. Through this initiative, WOAH urges AnimalHealth

Services to join VSAFE: a platform designed to receive notifications of SFVPs, facilitate their identification, and support the removal of such products from circulation. This effort was supported through the first regional workshop on SFVPs in Asia and the Pacific, co-funded by the European Union and the UK Fleming Fund.

WOAH also calls on Members to enhance national regulations, collaborate with enforcement agencies, and raise awareness to effectively combat SFVPs and protect animal health.

#### Definition of SFVPs

SFVPs refer to:



**Substandard veterinary products:**  
Products that do not meet quality standards, specifications, or both.



**Falsified veterinary products:**  
Unauthorised products whose identity is deliberately or fraudulently misrepresented.

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Funded by the European Union





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**Thank  
you**

