



Communication for Action:

A One-Day Public-Private
Partnership Workshop on
Containing AMR in the Poultry
Sector in the Philippines

PPP Cases in
the WOAHP PPP
Database

- AMR
- Communication

RESEARCH ARTICLE

Typological analysis of public-private partnerships in the veterinary domain

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..Most PPPs described by public and private respondents related to activities on disease prevention and control, education and communication, diagnosis, surveillance and notification, quality assurance, trade and veterinary public health.

Ecoantibio, France

Targets Task Force (TTF) United Kingdom

PANORAMA 2019-3

bulletin

DOSSIER

The voluntary response to antimicrobial resistance by the United Kingdom

Abstract: Antimicrobial resistance (AMR) is a global public health threat. The UK has a leading role in addressing AMR. The UK's response to AMR is a voluntary response to antimicrobial resistance by the United Kingdom. The UK's response to AMR is a voluntary response to antimicrobial resistance by the United Kingdom.

PANORAMA 2019-3

bulletin

The TTF first convened in December 2015, composed of a specialist veterinarian and a leading farmer for each of the agricultural sectors, covering beef, dairy, eggs, fish, gamebirds, pigs, poultry meat and sheep. The associated government agencies - the Veterinary Medicines Directorate and Food Standards Agency - took part in the group's observations and provided input on data and methodology.

In November 2017, after a year of intensive effort and partnership with stakeholder organisations, the TTF published a series of sector targets designed to reduce, refine or replace antibiotics without affecting the animal health and welfare of farmed animals across UK agriculture [2].

The common theme across all sectors is the partnership between veterinarians and producers.

The targets reflect the different start points and challenges for each sector, although they all committed to specific targets. The next steps explain how the targets will be delivered. The common theme across all sectors is the partnership between veterinarians and producers as they adopt a proactive approach to disease prevention, but, where needed, prescribe and use antibiotics responsibly. The targets come into effect in 2018.



In November 2018, MHRA published a progress report [3] for each sector with a second in October 2019 [4] reporting the following highlights:

- UK sales of antibiotics for food-producing animals fell 57% since 2016; overall use in 2018 was 29.3 mg/kg, one of the lowest quantities in the EU and below the government target of 30 mg/kg.
- Sales of highest priority critically important antibiotics (HPCI) fell 58% between 2016 and 2018.
- Only 30% of the UK's antibiotics are now estimated to be used to treat disease in farm animals.

<http://dx.doi.org/10.28908/ta11.2019.3.3897>





Public sector organisations

Private sector
organisation
(Poultry)

Communication
for action

To contain AMR

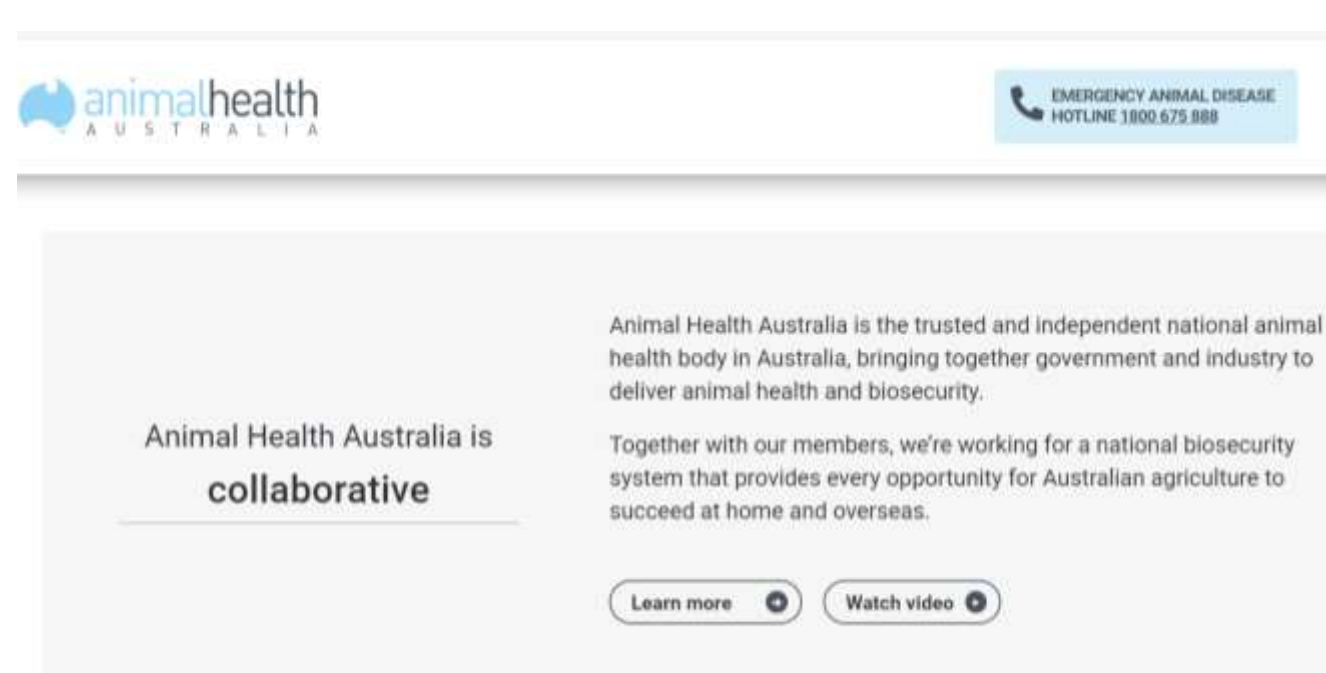


Given the involvement of stakeholders in the recently held media training session aimed at disseminating validated information on antimicrobial resistance (AMR) to enhance public understanding of the issue, along with a public signing of an AMR commitment pledge by several firms, there is significant potential for a Collaborative Public-Private Partnership (PPP) focusing on communication for action to contain AMR.

This could complement other activities and contribute to the establishment of an organised national PPP framework in the Philippines to strengthen Veterinary Services.



<https://animalhealthireland.ie>



<https://animalhealthaustralia.com.au/>

Fundamentals of PPP project management in the veterinary domain

Rahul Srivastava
PPP Programme Manager
Capacity Building Department

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in the Poultry Sector in the Philippines



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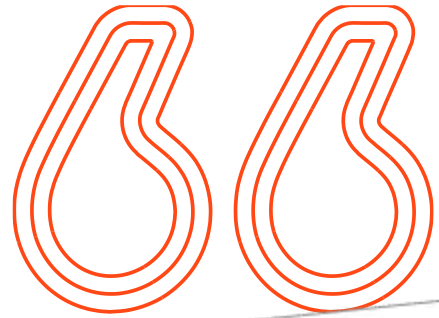
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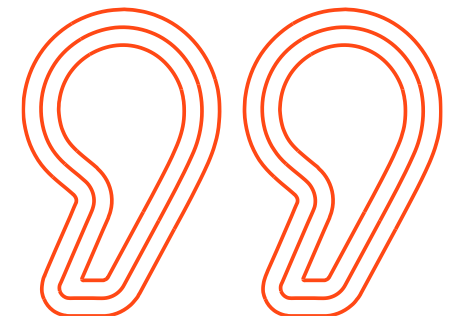
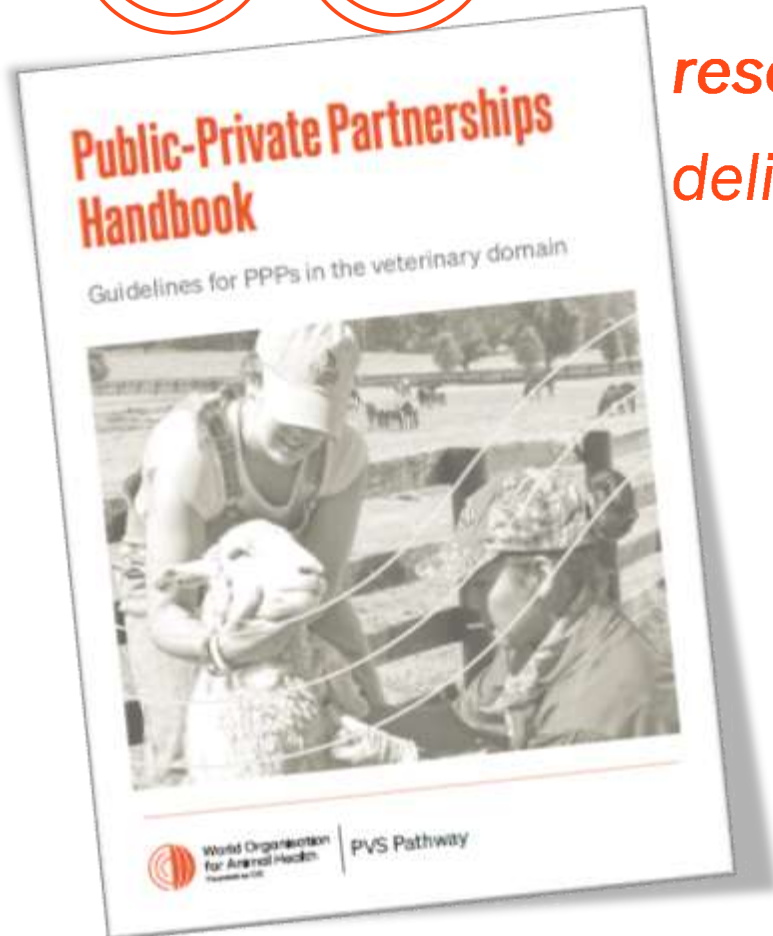


Content

1. WOAHA and Public-Private Partnerships in the veterinary domain
2. Fundamentals of PPP Project Management in the Veterinary Domain: Key Principles
 - Project lifecycle
 - Key principles
3. How can PPP help in Containing AMR in the Poultry Sector in the Philippines?



*Public-private partnership is a joint approach in which the public and private sectors agree **responsibilities** and share **resources** and **risks** to achieve common **objectives** that deliver **benefits** in a **sustainable** manner.*



WOAH rabies vaccine bank

A vital resource for our Members

The World Organisation for Animal Health (WOAH) is dedicated to ensuring the safety and well-being of both humans and animals by providing affordable and high-quality rabies vaccines.



United Against Rabies

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Contact Get involved

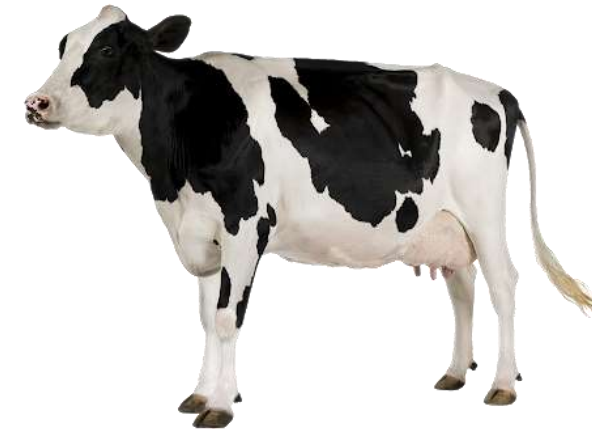
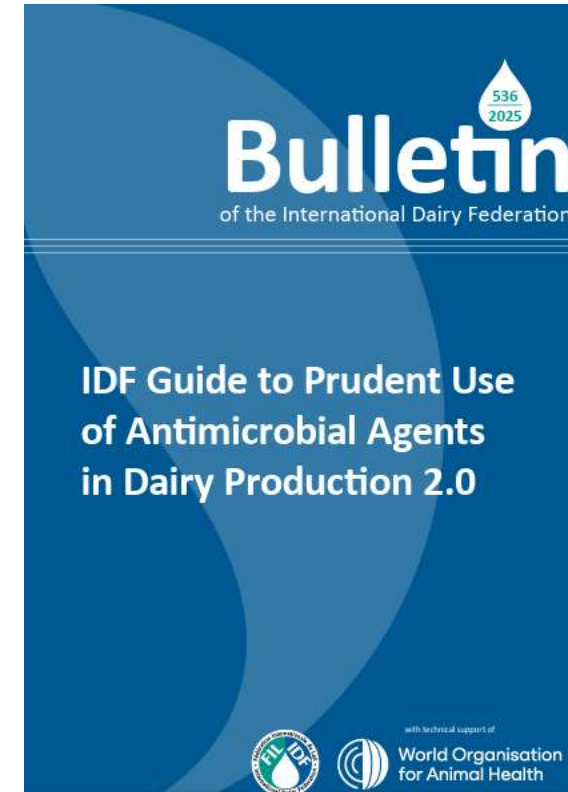

Rabies – The Global Challenge Rabies Roadmap and Resources Events and Courses News and Case Studies About

Who We Are

The United Against Rabies Forum

The United Against Rabies Forum is an inclusive network of public and private sector organisations, experts, development partners and civil society, committed to working together to end human deaths from dog-mediated rabies.

The Forum was launched in 2020 by FAO, WOAH and WHO (the Tripartite) with the aim of accelerating and implementing a One Health approach as agreed in *Zero by 30: the global strategic plan to end human deaths from dog-mediated rabies by 2030*.



This guide explicitly references and builds upon **WOAH's Terrestrial Animal Health Code** (particularly Chapter 7.11 on animal welfare in dairy cattle production systems), reflecting IDF's collaboration with WOAH to align welfare practices in dairy farming with recognised international standards.



Animal welfare



Report
OIE Animal Welfare Global Forum
"Supporting implementation of OIE Standards"
Paris, France, 28-29 March 2018

Research & Development





Public-Private Partnerships *Building capacities*

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Global Level

WOAH PPP Database: Open-access and collaborative



www.woah-ppp-database.com



National Level

PPP Targeted Support in the PVS Pathway



Regional Level

Regional workshops: Sharing best practices and capacity building on PPP project development and efficient management



Bangkok, Thailand (South-East Asia)



Kathmandu, Nepal (South Asia)

Individual Level

Publications and Learner-centric eLearning courses on WOAH Training Platform



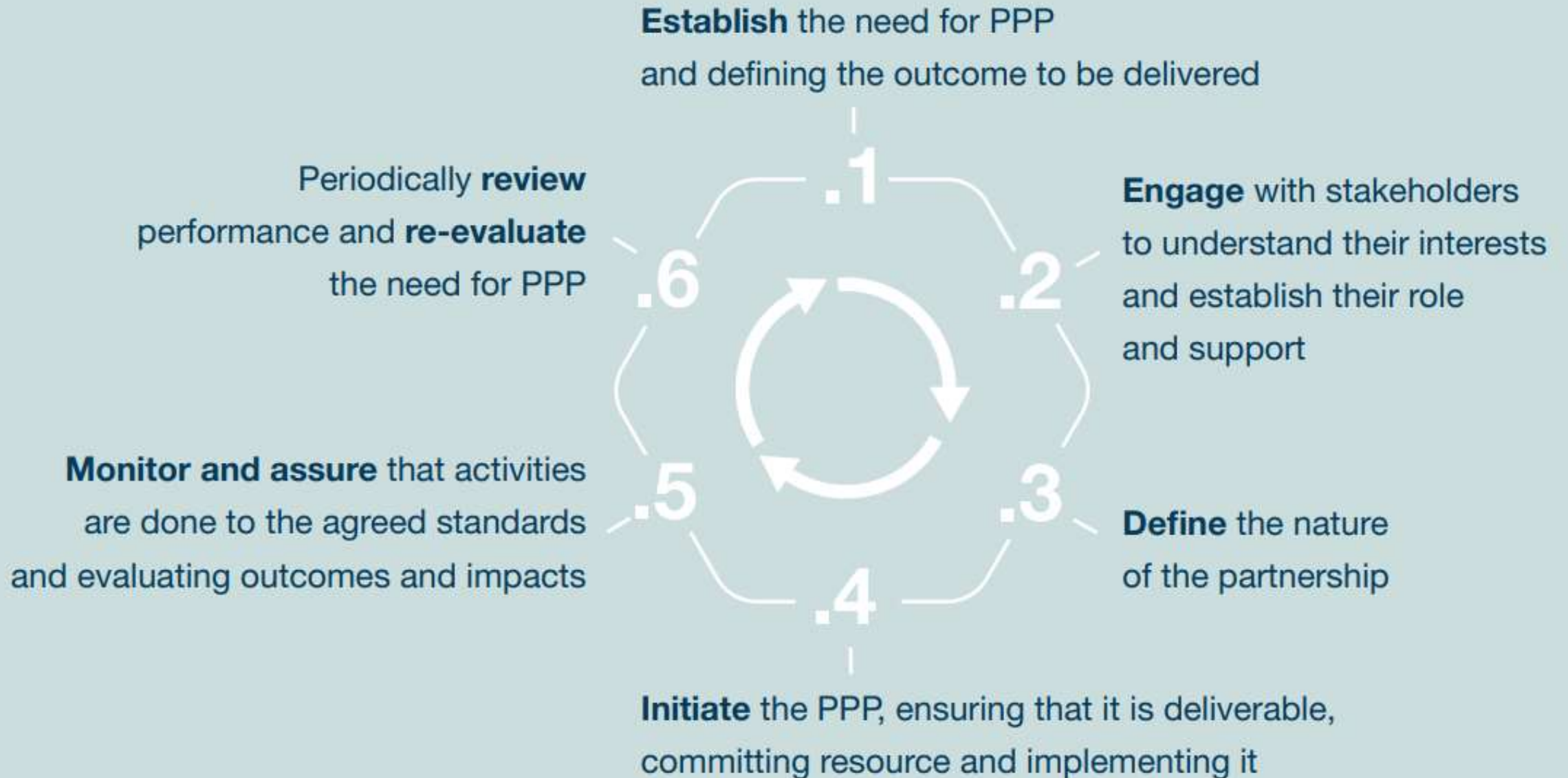
WOAH
eLearning Platform





Successful PPP can be considered in terms of a cycle of key activities

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Establish the need for PPP and defining the outcome to be delivered



Either sector may seek to initiate PPP, depending on their interest and the nature of the service or output that is wanted, but partnership can only be successful **if both/all partners agree what is to be delivered**, and that it will yield outcomes and benefits that meet their respective interests.

shared understanding between partners of what each is seeking to achieve. The **service or output must be agreed** by all parties and there must be shared commitment to delivering it.

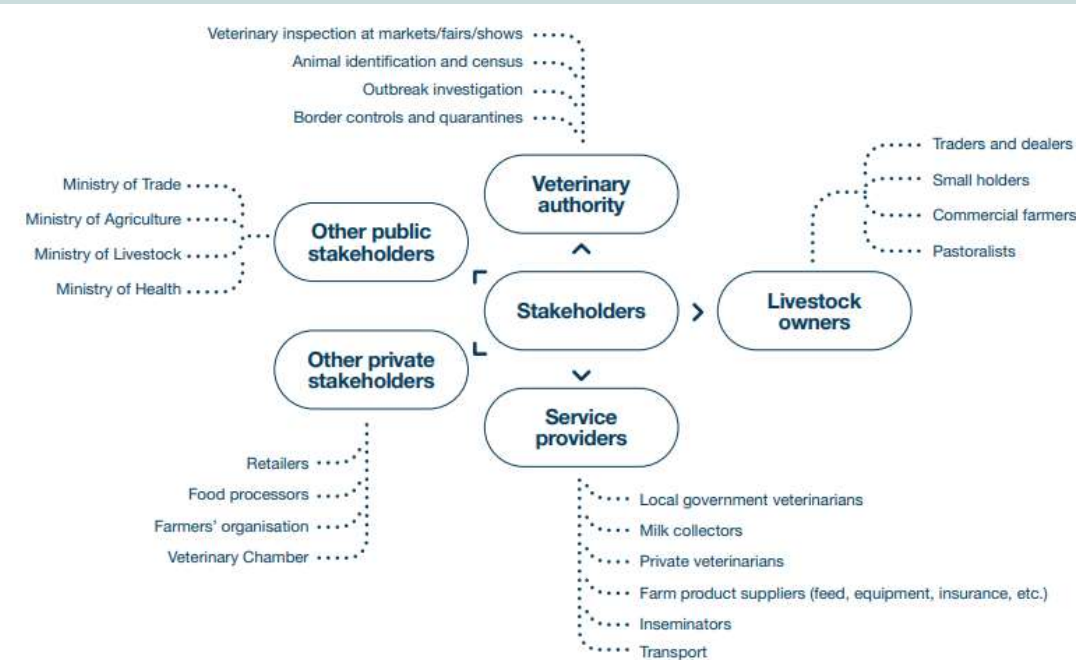
The expected outcomes, benefits and impacts of a specific PPP may be **different for different partners** and setting them out clearly will be crucial to the business case for each party.

PPP initiatives will benefit **different players, directly and indirectly**, and at differing **timescales**, from immediate to longer term. To be successful PPP activity must benefit, and be wanted by, the end-user of the service or outcome that the PPP provides, for example owners of vaccinated livestock, consumers of meat or milk from PPP abattoirs or dairies, or exporters or importers using PPP quarantine units.

2. Engaging stakeholders and establishing support for PPP

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First identify all the people or groups with an interest in the proposed PPP initiative



2 Engage with stakeholders to understand their interests and establish their role and support




Then categorise them into groups in order to plan engagement to best respond to their level of interest and to gain and maintain their support where that is important to the success of the initiative.





3. Defining the nature of the partnership

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	 Transactional	 Transformative	 Collaborative												
Definition	Government procurement of specific animal health/ sanitary services from private veterinary service providers	Establishment of sustainable capability to deliver otherwise unattainable major programmes	Joint commitment between the public sector and end-beneficiaries to deliver mutually agreed policies/ outcomes												
Private stakeholders	Private veterinarians, veterinary para-professionals, community-based animal health workers	National/ multinational private sector companies (e.g. pharmaceutical or food industry, etc.)	End-beneficiaries, often producer associations												
Main initiating sector	<table><tr><td>Public</td><td>Private</td></tr><tr><td>✓</td><td></td></tr></table>	Public	Private	✓		<table><tr><td>Public</td><td>Private</td></tr><tr><td></td><td>✓</td></tr></table>	Public	Private		✓	<table><tr><td>Public</td><td>Private</td></tr><tr><td>✓</td><td>✓</td></tr></table>	Public	Private	✓	✓
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The nature of the service or outcome will **determine the type of PPP** needed to deliver it, the **partners in the PPP**, and, in many cases, whether the public or private sector initiates the partnership.

At the initiation stage, **public partners must ensure fair opportunity** for involvement for all relevant private sector actors. If a proposal is initiated by the private sector, **fair access** is still a consideration for the public sector, subject to the specificity of the project and the laws of the country. As a minimum, the public sector should ensure that all relevant private sector actors are aware of the possibility of engaging in a PPP

3 Define the nature of the partnership



All parties must **agree on the definition of the service(s) to be delivered**, how they are to be delivered, and how that delivery is monitored, assured and evaluated.

All parties must **commit the necessary resources** to ensure strong joint governance of the PPP.

The **terms of the partnership** must be set out clearly, either in a formal contract or in an alternative form appropriate to the PPP and agreeable to all parties in the PPP.

The **benefits and impacts** of the service(s) delivered must be **defined, understood and respected** by both parties.

The **duration** of the partnership must be **pre-defined** by both partners, with the possibility to extend the period if deemed appropriate following joint evaluation and review.

The PPP must have an **agreed stakeholder engagement and communication strategy** which includes an appropriate approval process.

.4

Initiate the PPP, ensuring that it is deliverable, committing resource and implementing it



As a good project management

Jointly planned and agreed upon by all partners

Both the public and private sector partners should be **accountable for their commitments** in the partnership agreement

Agreed mechanism to address **poor performance by any of the partners**, , including timescales for corrective actions,

Monitoring the PPP projects - delivering services is done **in the way and to the quality agreed upon.**


Measures to mitigate the **risk of conflicts of interest or corrupt practices**

Monitor and assure that activities are done to the agreed standards and evaluating outcomes and impacts

5



Periodically **review**
performance and **re-evaluate**
the need for PPP



PPP evaluation, incorporating socioeconomic impact analysis if possible, will provide the basis for advocating in favour of sustaining the **PPP in the long term or using similar mechanisms** to secure different services and outcomes in the veterinary domain



Successful PPPs are founded on true partnership working, where public and private partners have

1. A mutual appreciation of respective benefits and goals;
2. A common understanding of the outcome to be delivered by the partnership;
3. respective roles of the parties defined and understood;
4. committed resource and capability to apply good project management practice with effective coordination, good communication and joint monitoring; and
5. strong and lasting leadership commitment to making the partnership work and be sustainable.



Collaborative PPP:

1. Joint commitment between the public sector and end-beneficiaries, often **producer associations**, sometimes a **consortium of producer associations** and a range of other interested private organisations such as veterinary associations, to deliver mutually agreed policies/outcomes.
2. Collaborative PPPs may be initiated by either the public or private sectors and jointly resourced, possibly by **non-monetary commitments such as personnel**.

In the WOAHP PPP survey, examples of collaborative PPPs were often driven by trade interests; however, they can also be joint programmes, e.g. for AMR control.

Governance ranges from regulated by legislation (e.g. joint delivery programmes, strong governance) to non-official agreement (e.g. consultation on animal health policies, light-touch governance), and decision making is shared between the collaborating parties.

Thank You

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