

Communication and preparation of stakeholders / others

Training Workshop - How to conduct a Simulation Exercise (Sim-Ex)
10 – 12 Dec 2025, Manila, Philippines

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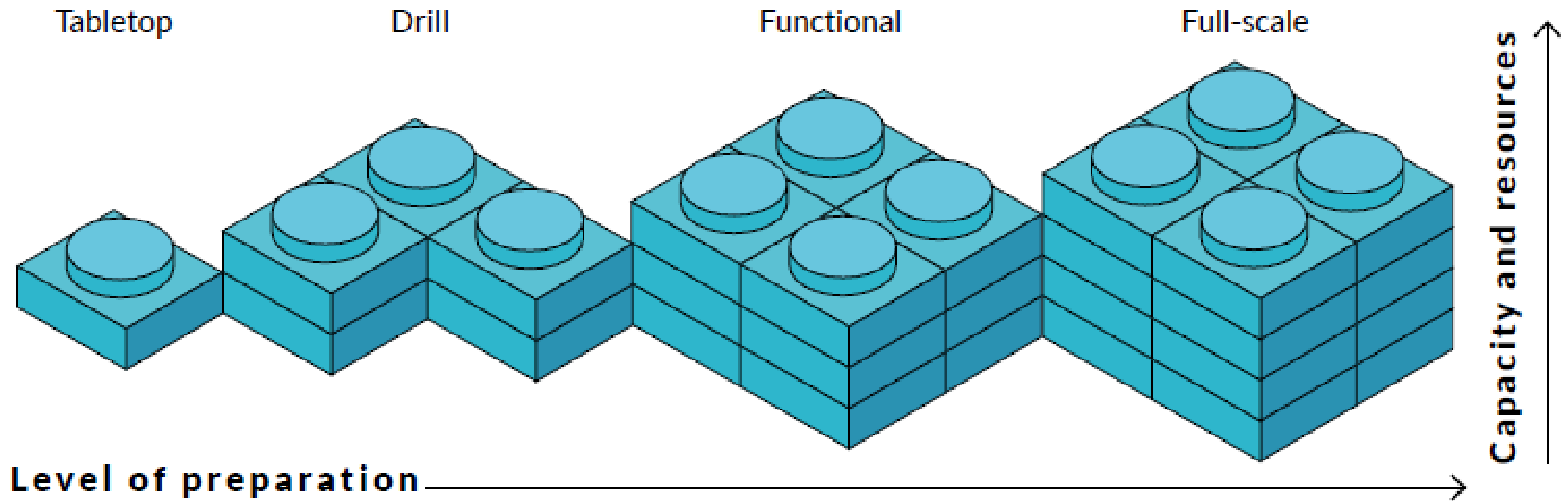
World Organisation
for Animal Health



Australian Government
Department of Agriculture,
Fisheries and Forestry



Plan depending on the type of Sim-Ex



Source: World Health Organization. After Figure 3 from the *WHO Simulation Exercise Manual* (<https://apps.who.int/iris/handle/10665/254741>).

Putting together a communication plan

1. Who can you contact?

- You **can** communicate with _____
- You **cannot** communicate with _____

2. Key code words & information access

3. Informing partners & the public

4. Ensuring STOP words



Pre-brief management team

1. Rules of play
2. Updated documentation
3. Understand your role
(how to deliver injects, how to respond to queries, how to control flow of info, etc.)
4. Know the health & safety info + share

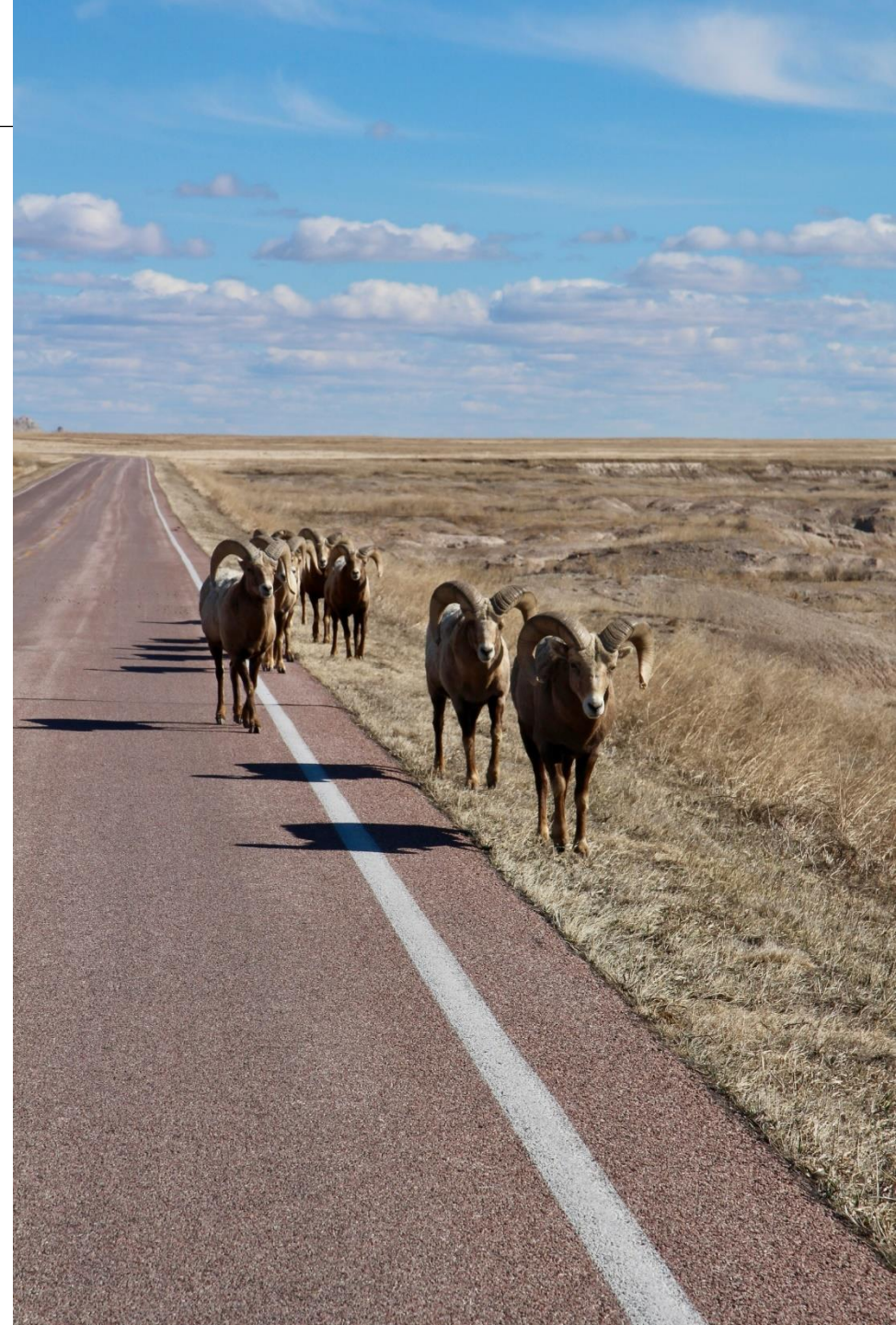


Before the Sim-Ex

Players and **observers** should be briefed on:

- purpose & objectives
- role in the exercise
- rules of play
- format of the exercise
- how to respond to exercise inputs
- how the exercise will be stopped

** briefing checklist would be useful*





Enlisting a communication focal point

Communications officer

- Plans and manages communication
- Ensures integrity & confidentiality
- Focal point for engaging the public and media

Purpose & opportunity

- Informs the public, avoiding panic
- Focal point for engaging the media
- Promote your VS & what it does for society!





Consider your audience

Who will be affected? Whose livelihood will be improved?

Who can rally your audience?

- Community leaders
- Members / heads of ethnic groups





Always remember: the **SOCO**

Foundational communication concept:

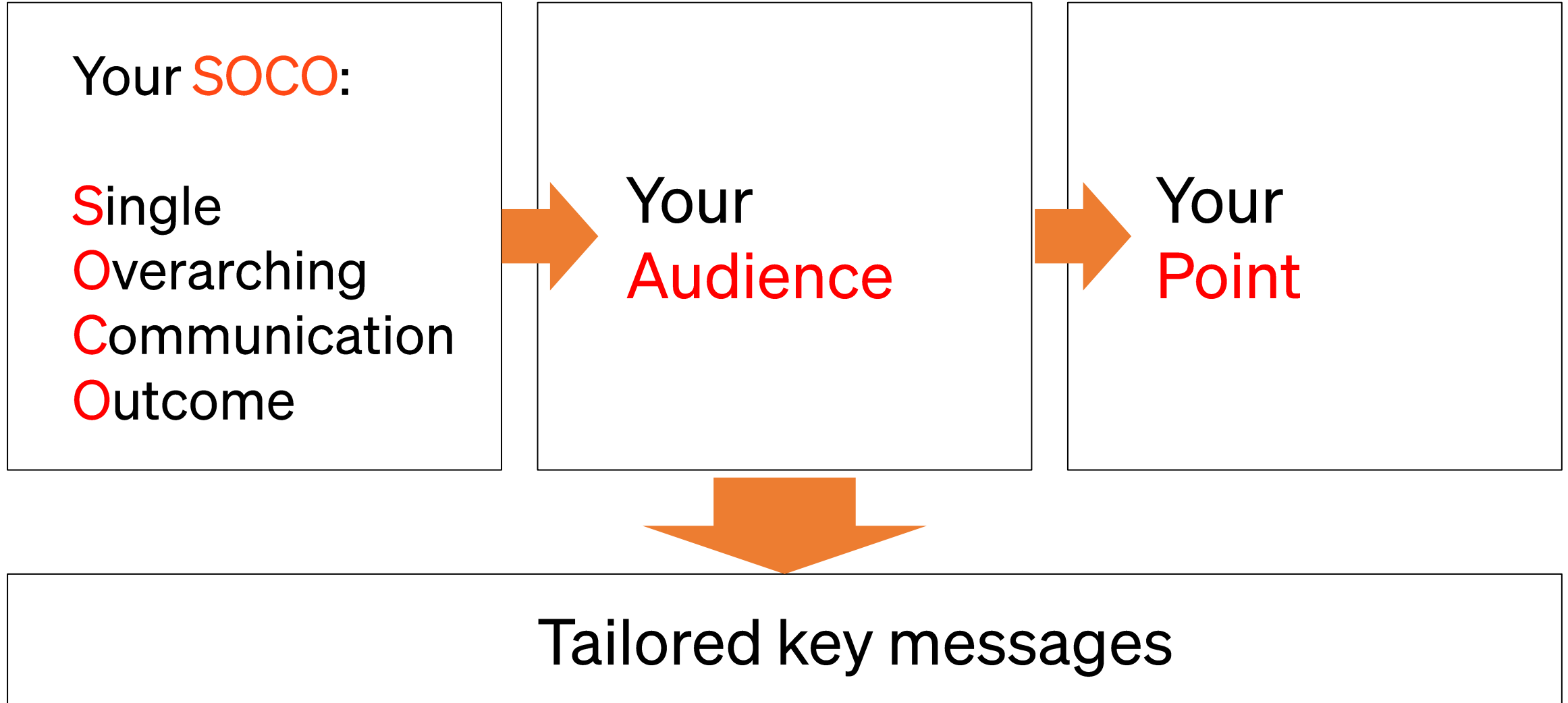
Single
Overarching
Communication
Outcome

The answer to, “why do we communicate?”





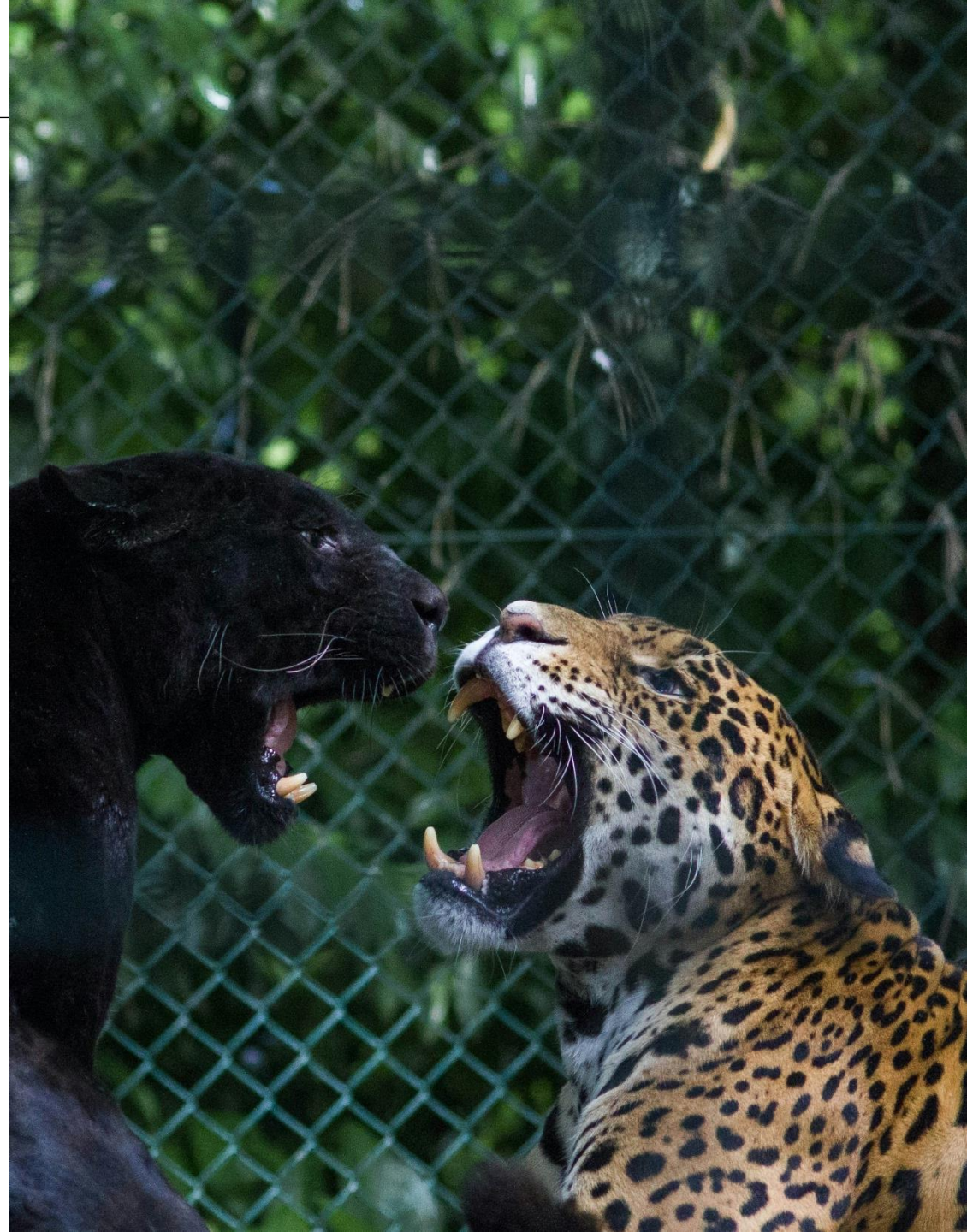
- Even if you are under pressure, taking time to prepare is crucial!





You can't prepare for every possibility, but you can make advance preparations for possible scenarios.

- Brainstorm and **plan for contingencies**
- Draw from **veterans' experiences**





Experience: Mini Tabletop Sim-Ex





- **Misinformation** = false information, spread without knowingly intending to cause harm

Fact Check

Did Pope Francis Shock World by Endorsing Donald Trump for President?

Reports that His Holiness endorsed Republican presidential candidate Donald Trump originated with a fake news web site.

By Dan Evon

Jul 10, 2016



Image Via Wikipedia

3 REASONS WHY YOU SHOULD STOP EATING PEANUT BUTTER CUPS!

Reese's peanut butter cups come in many different shapes, sizes and varieties. Although the chocolate to peanut butter ratio seems like perfection, the other ingredients in the popular candy are cause for concern.



- Countering misinformation & disinformation often requires joint action among agencies.



Prepare



Detect



Respond



- Raise awareness & recognise threats
- Training, gaming, & other exercises
- Coordinate actions
- Build 'cognitive resilience'
- Build feedback loops & learning
- **Risk planning**
- **Simulating misinformation threats**



Prepare



- Build trust & connections
- Monitor & assess misinformation/disinformation
- Social listening
- *Social listening examples*
 - *Epidemic Intelligence from Open Sources (EIOS)*
<https://www.who.int/initiatives/eios>
 - *Social listening dashboard*
<https://www.thevdo.org>



Detect



- Pre-bunking with facts
- De-bunking & fact-checking
- Build alliances – media, influencers, communications campaigns

- *Examples*

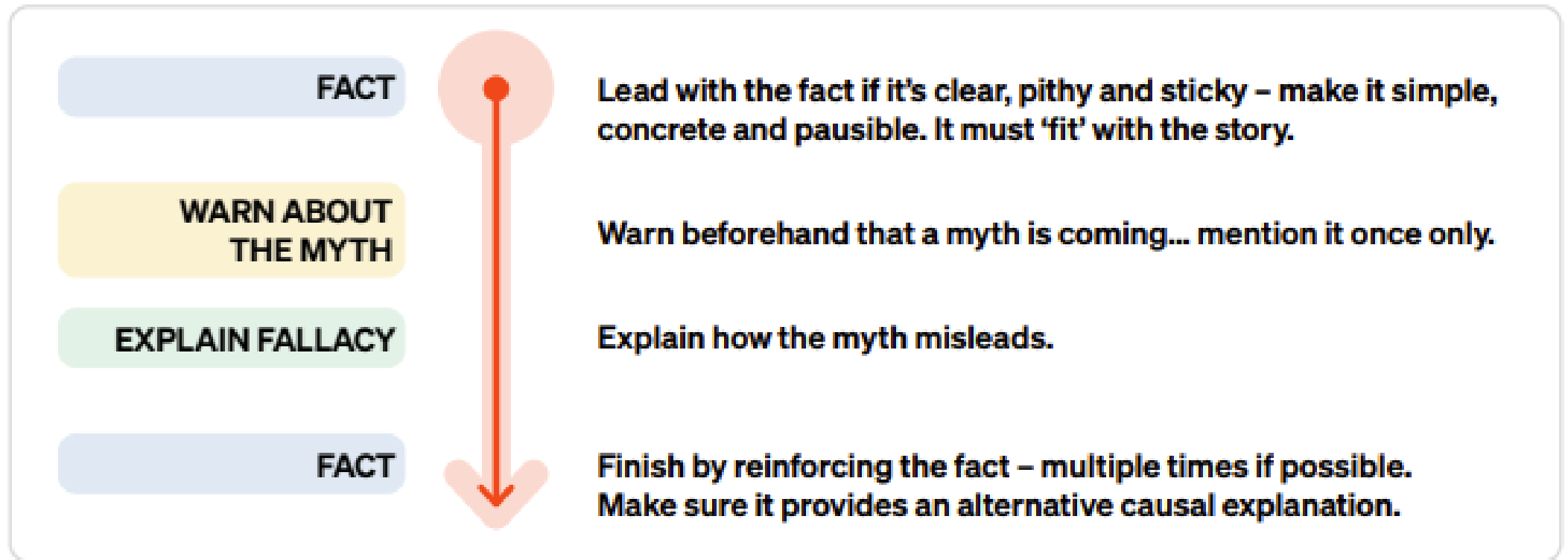
- *Correct inaccurate information: UK DEFRA 'media blog'*
<https://deframedia.blog.gov.uk>
- *Work with influencers: UK & US governments & WHO worked with reality TV & TikTok stars to promote recommended behaviours & counter anti-vaccine disinformation during COVID pandemic*



Respond



The Truth Sandwich





For more in-depth strategies:

(Simply search in Google: **WOAH**
countering disinformation)

Countering disinformation and misinformation in animal health emergencies





How do we end the exercise?

Based on:

Time?

Tasks?

Management team decision?

Stop words

Word(s) to end the exercise quickly

Code words: do not end the exercise but used to indicate unrelated information, as needed – ex., “NO DUFF”





- **Using Injects**

- **Determine pace**
 - adequate to engage
 - do not overwhelm

- **Monitor**

- **Change and adapt as needed**



- **Conduct after defined periods**

- **Players, observers, and the management team**

- **“Hot” debrief**

- **Just after concluding**
- **Essential** to gather immediate feedback





- **Evaluation**

- Identifying issues require mitigation
- Evaluation planning & delivery of the exercise

- **Exercise report**

- Comprehensive
- For senior management
- Recommendations: next steps
- Publicly shared



Thank you

(Optional)
Organisation
Address
Contact Info
Website

(Optional)
Social Media
Information

