World Organisation for Animal Health

中华人民共和国农业农村部
Ministry of Agriculture and Rural Affairs of the People's Republic of China

From the People of Japan

Australian Aid

WOAH's support for Members and Veterinary Services

And the role of Communication Focal Points

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WOAH Regional Seminar for Focal Points of Communication for Asia and the Pacific

Colombo, Sri Lanka, 9 – 11 Nov 2026

Reminder: Communication Focal point TORs (to be updated)

Delegate's authority	Act as WOAH's communication contact under the authority of the Delegate.
Stakeholder communication	Facilitate stakeholder communication and maintain links with communication experts.
Information sharing	Receive WOAH materials and facilitate their dissemination.
Member input	Prepare comments for the Delegate on communication documents and standards.

Where does your role need more support?

SHOW OF HANDS

As a communicator, which seems the hardest to you: explaining technical issues, reaching audiences, or securing internal approvals?

What would help you most?

WOAH support for your communication work

Materials	Campaign resources and explainers that you can adapt for your audiences/to local context.
Skills	Workshops and peer exchange to strengthen communication practice.
Connections	Regional communication contacts and exchanges with other Focal Points.
Collaboration	Proposed joint stories and outreach.

A more active partnership

What Focal Points bring

Domestic priorities and audience insight

Access to local voices and channels (incl. media)

Members stories

What WOAH can contribute

Editorial support

Adaptable resources and regional connections

International visibility for selected stories

Member stories for WOAH’s annual report and beyond

A story with impact	An animal health challenge, the action taken and a change that evidence can show.
People and evidence	A farmer, veterinarian or community voice, supported by a technical contact and verified facts.
Possible outputs	The State of the World’s Animal Health report, articles, videos or media outreach.

Some examples

Case Study 5

Scaling vaccines through partnerships: India's approach to animal health innovation

India's approach to vaccine development and deployment highlights the power of collaboration. By leveraging public–private partnerships, the country has expanded access and accelerated innovation – showing how investment ecosystems can scale solutions and improve availability across markets.

Location
India



India is one of the world's largest producers of farm animals, with 536 million animals and over 70 million rural households depending on them for income and nutrition. Protecting these animals from disease is essential. Yet until the early 2010s, the translation of vaccine innovations, from research laboratories to field use, was often slow and fragmented, limiting the impact of scientific advances on disease prevention.

To address this gap, the Government of India established Agrinnovate India Limited (AgIn) in 2011 as a dedicated platform to strengthen collaboration between the Indian Council of Agricultural Research and private-sector partners. Agrinnovate acts as a professional interface for technology transfer and structured public–private partnerships, with a clear objective: accelerating the development and delivery of vaccines and other animal health innovations to the field.

At the core of this model is a complementary division of roles. The public sector invests in upstream research, laboratory infrastructure, and validation of priority vaccine candidates, including those for foot and mouth disease, African swine fever, avian influenza, and lumpy skin disease. The private sector contributes development capacity, large-scale manufacturing, regulatory expertise, and distribution networks, ensuring that vaccines can be produced efficiently and reach farmers at scale.

This coordinated approach has begun to deliver measurable results. Between 2024 and 2025, AgIn facilitated the commercialisation of 155 technologies across agriculture and animal health, including several field-ready vaccine solutions. At the same time, improvements in regulatory processes and technology transfer mechanisms have reduced delays, allowing innovations to move more quickly from laboratory validation to practical use.

The impact on vaccine availability has been significant. The time required to bring new vaccine technologies to market has decreased by approximately 40%, enabling faster responses to emerging disease threats. Importantly, the model has also expanded production of vaccines for low-profit but high-impact diseases such as bluetongue, anthrax, and enterotoxaemia, areas traditionally underserved due to limited commercial incentives. By sharing risks between public and private actors, these partnerships have made it viable to develop and distribute vaccines that are essential for prevention but not always commercially attractive.

This progress has been supported by a broader policy environment that prioritises investment in animal health. Increased public funding for animal health and Veterinary Services, combined with financial instruments such as

Article

Preparing before the emergency: New Zealand's approach to HPAI



Published on 2 September 2026



The Balinese village promoting rabies vaccines for pets

World Organisation for Animal Health

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Balinese villagers believe human, animal, and environmental health are deeply intertwined. Discover how local community leaders are trying to bridge the gap between pet owners and international vaccine banks to help protect the animals they love.

What could the revised TORs include more clearly?

Member contributions	Identify evidence and voices for stories, including potential State of the World's Animal Health report contributions.
Audience insight	Help adapt and distribute materials, then share questions and feedback with WOAH.
Preparedness	Support from WOAH for communication planning, listening and coordination with technical teams.
Peer learning	Share tested approaches and learning needs through the Focal Point network.

Your priorities for the revised TORs

PAIR DISCUSSION · 4 MINUTES

Think of two responsibilities as a focal point to strengthen. What would you need to carry them out?

Our collaboration after this workshop

Revised TORs	To clarify the Focal Point role and the support needed to fulfil it.
Joint priorities	Think of where collaboration with us would help your Veterinary Services.
Member contributions	Work together on story contributions and dissemination opportunities.
Regular exchange	Stay connected with WOAH and fellow Focal Points to share ideas, needs and lessons.

Let’s keep in touch

STORY IDEAS AND COLLABORATION

Have a local story to share, an idea for the State of the World’s Animal Health report, or a project we could develop together?

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