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

Animal health communication that helps people act

A practical refresher for Communication Focal Points

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A clear purpose

What change do we need?	Example: livestock keepers know how to report a suspected animal disease.
What must the audience understand?	Which signs matter, who to contact and what happens after a report.
What might stop them?	Fear of losing income, an unclear process or a service they cannot reach.

One topic, different audiences and questions

Example: a dog vaccination campaign

Audience	What they need to know
Dog owners	Where and when can I get my dog vaccinated?
Veterinarians	What do I need to explain to dog owners?
Journalists	Why does this campaign matter to the community?
Decision-makers	What resources will the campaign need?

Science people can use

Technical wording

“Antimicrobial resistance reduces the effectiveness of antibiotic treatment.”

A clearer public explanation

“Bacteria can become resistant to antibiotics, making infections harder to treat.”

Keep the scientific meaning. Explain what the issue means for your audience.

The right messenger and channel

Reach people where they already are

A local radio segment may reach keepers who never visit a ministry website. The general public may learn how to help prevent the spread of a disease on social media.

With the right messenger

A veterinarian explains advice to pet owners during a consultation, supported by a simple leaflet, or on social media with a short video.

A technical expert presents a short briefing with evidence and a clear request to decision-makers.

Evidence that communication helped

Reach	Did the intended people receive it? Check audience fit as well as views.
Understanding and confidence	Can people explain the main message? Can they take action?
Evaluate and improve	Identify what worked and what needs to change. Apply those lessons to your next communication activity.

A quick check before you communicate

1. Who specifically needs this, and what should it help them do?
2. Does it answer a question that matters to them?
3. Are the science, wording and next step clear?
4. Will a credible messenger or channel reach them?
5. How will we check understanding and improve it?