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

Practical exercise: Turning science & data into messages

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

Colombo, Sri Lanka, 9 – 11 Nov 2026

Different decision-makers care about different things

The same finding can have different implications depending on who is listening

Audience	What may matter most	Potential framing
Ministry of Agriculture	Livestock productivity, food security, trade	Protecting sustainable production
Ministry of Finance	Budget impact, value for money	Targeted investment and efficient resource use
Livestock producer association	Animal health, costs, feasibility	Practical changes that support producers
National AMR committee	One Health coordination, national commitments	Coordinating action across sectors

Adapted from Mirfin Mpundu ReAct Africa 2026; Demetria Tsoutouras, Global Strategy Lab, 2026

Not every finding is equally relevant to every audience

- ***You do not need to communicate everything in the fact sheet.***
- **Select a finding that is:**
- Relevant: Connected to the audience's mandate or priorities.
- Credible: Supported by the available surveillance data.
- Useful: Can inform a question, decision, or next step.

Sometimes the finding stays the same; the framing and relevant decision change.
Example

Finding: Reported antimicrobial use has increased over several years.

Audience	
Veterinary services	Is additional investigation or targeted stewardship warranted?
Agriculture ministry	What are the implications for sustainable livestock production?
Finance ministry	Would investment in better surveillance or stewardship help clarify the problem and guide resource allocation?

Practical Communication framework

What are we seeing?	State one key surveillance finding.
What does it mean	Interpret the finding
Why does it matter?	Explain why it is relevant to this audience.
What decision could it inform?	Connect the finding to a policy or operational question.
What should happen next?	Propose one realistic action or request.
What should we be cautious about?	Acknowledge one important limitation or uncertainty.

Example

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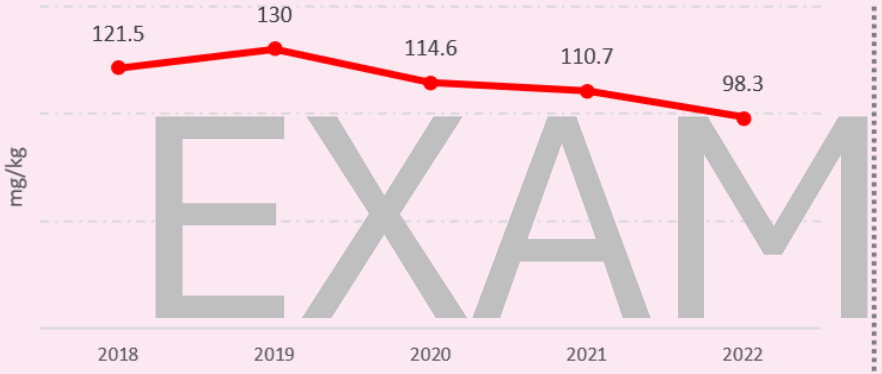
ANIMUSE Global Database

Antimicrobial Use in Animals in ANIMUSELAND: Current Status and Recommendations

Antibiotics are precious tools to manage infectious disease in animals. We need to make sure they remain effective by using them properly.

Animuseland has Significantly Decreased Antimicrobial Quantities in Animals Over the Years

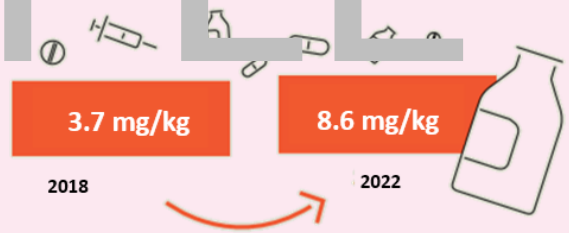
Antimicrobial Use Declined by nearly 20%, but Reasons Are Unclear



The data show a 19% decrease in antimicrobial imports from 2018 to 2022, but the reasons are unclear. The Veterinary Services lacks the resources to investigate further and need political support to shift from import data to more accurate sales or prescription data. Additional resources are crucial for engaging stakeholders and improving data reliability.

40%

Verified customs data show a 40% increase in imported veterinary fluoroquinolones over three



From 2018 to 2022, the HPCIA decreased by 132.43% %.

EXAMPLE

- **Fluoroquinolones** are important for both human and animal health. WOAH recommends that they should not be used as first-line treatment unless justified.
- **Highest priority critically important antimicrobials (HPCIA)** ; WHO Medically Important Antimicrobials List for Human Medicine

Example

Framework question	Example response to the policy maker
What are we seeing?	Verified customs data show a 40% increase in imported veterinary fluoroquinolones over three years.
What does it mean?	Reported quantities entering the country have increased. This does not necessarily indicate increased administration to animals.
Why does it matter?	Fluoroquinolones are important for both human and animal health. WOAH recommends that they should not be used as first-line treatment unless justified.
What decision could it inform?	Should national animal health authorities strengthen treatment guidance to clarify when fluoroquinolones are appropriate?
What should happen next?	Update existing animal health treatment guidance to identify preferred first-line options for common bacterial diseases and specify when fluoroquinolones may be appropriate. Incorporate this into existing animal health worker training and reference materials.
What should we be cautious about?	Import data do not establish actual administration, species, indications or appropriateness. Recommendations must consider local treatment options, affordability and veterinary access.

Exercise

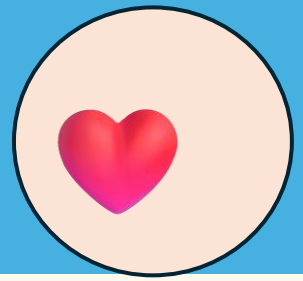
- **Working in groups, use provided information to prepare a verbal briefing.**
  1. Choose one relevant finding.
  2. Identify a decision or realistic next step.
  3. Tailor your message to the audience.
  4. Explain one important uncertainty.

- ***You do not need to explain the entire factsheet.***

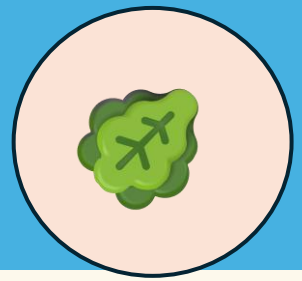
  Focus on one finding, select one audience, and one key action

Screen

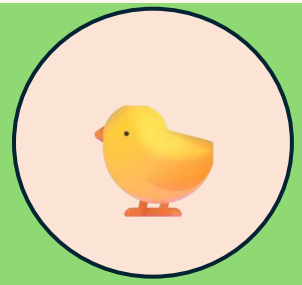
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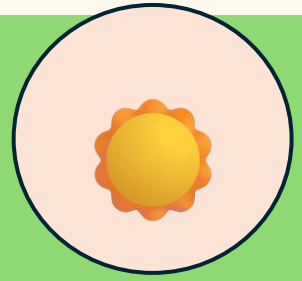


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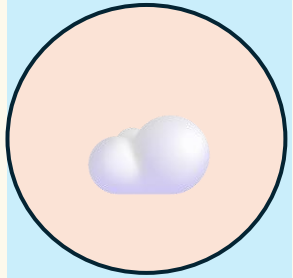


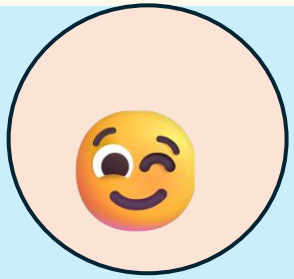
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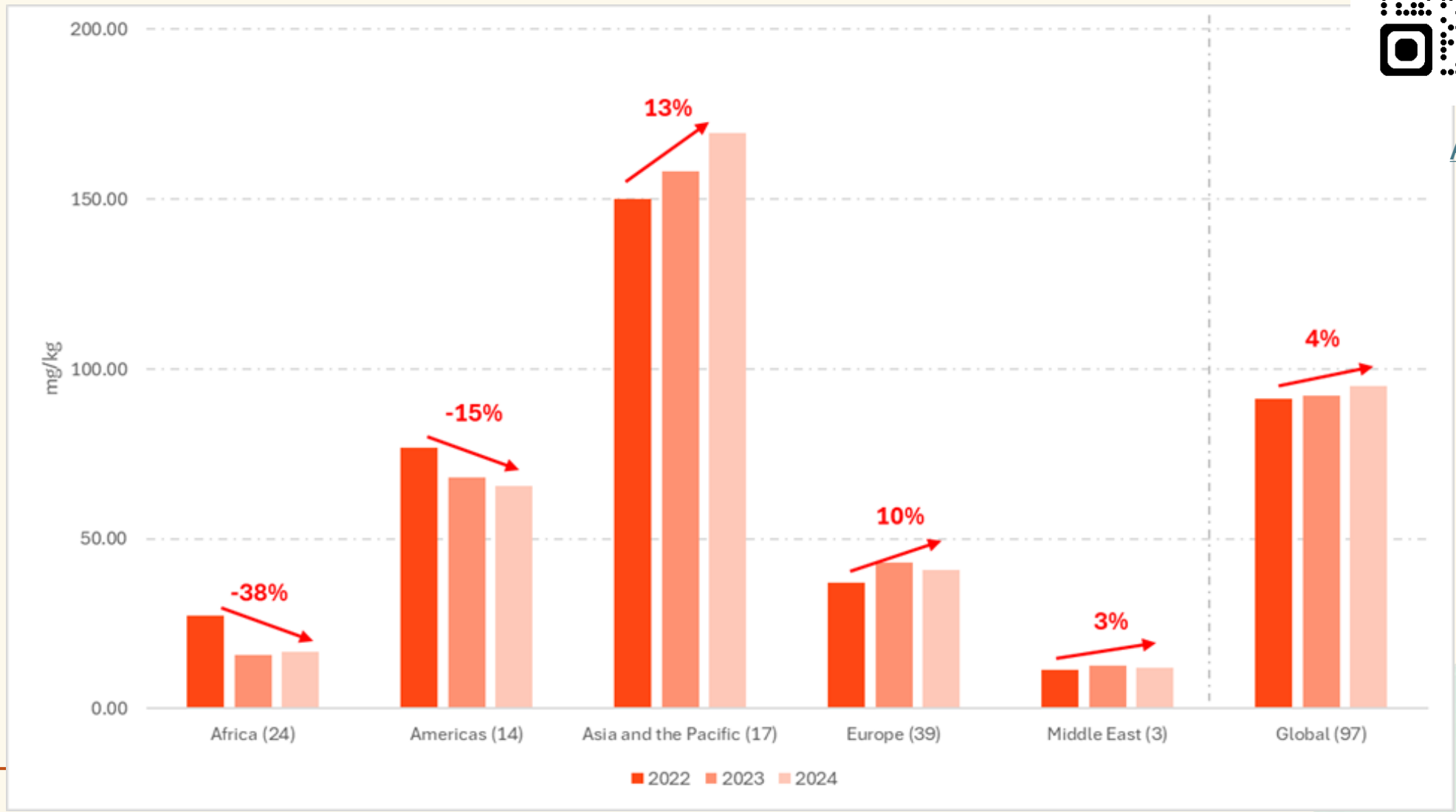
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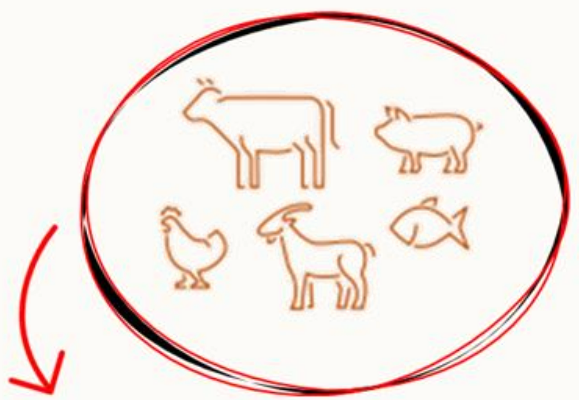
1. Antimicrobial usage data

ANIMUSE



Antimicrobial use is expressed in mg/kg of animal biomass. It is determined by adjusting the quantity of antimicrobial agents reported (mg) by the live domestic animal biomass (kg) each year. This indicator can be compared between regions and over time.

$$\frac{\text{Antimicrobial agents } \textbf{(mg)}}{\text{Animal biomass } \textbf{(kg)}} = \frac{\text{As } \textbf{reported} \text{ by the country to WOAH data collection for the target year}}{\text{Total weight of food-producing animals in the target year}}$$



Calculated Animal Biomass of a country for the target year

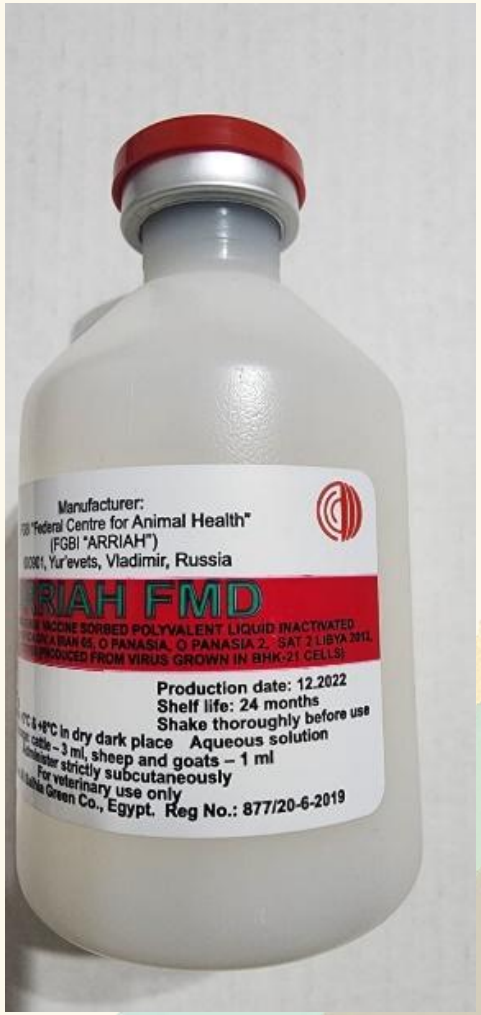
2. FMD vaccine bottles with WOAH emblem circulating in Africa, Middle East, and Asia & the Pacific Region

Alert Summary

This Veterinary Product Alert relates to a confirmed case of misuse of WOAH's emblem on labels of Foot and Mouth Disease (FMD) vaccine bottles circulating in at least one WOAH Member from the African Region. There are not evidences suggesting that physicochemical properties of these vaccines were compromised. However, the case was assigned as substandard due to the failure on the information authorised to be included on the labelling.

An investigation conducted by WOAH reflected that vaccines with WOAH's former and new emblem are advertised online, affecting Members from Africa, Middle East and Aisa and the Pacific Regions. The use of WOAH emblem in vaccines is not allowed. WOAH urges not to authorise any vaccine containing WOAH's emblem for importation and exportation, and to recall any affected vaccines from the market.

TRUVET | Alert 001/2024



3. Avian influenza: the evidence

GLOBAL REPORTED DATA | 1 January 2025–31 March 2026

2,121 outbreaks in poultry
reported across 64 countries and territories.

Around 140 million poultry lost
including birds that died and birds killed and disposed of.

8,113 outbreaks in non-poultry
including wild birds, across 67 countries and territories.

Context: Around 20 million poultry cases were reported. Control measures can include culling entire flocks, so losses exceed cases.

Limitation: Surveillance and reporting capacity vary. Reported figures do not capture every infection.

Source: WOAH, The State of the World's Animal Health 2026, pp. 152–155

Group presentation

Thank You



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