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

Artificial intelligence & communication: opportunities / risks

A practical guide to AI tools, prompting and critical judgement in Veterinary Services



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Your communication challenges

How can we save time?

How can we work with limited resources?

How can we improve cross-sector collaboration?

How can we work with restricted internet access?

How can we reach our stakeholders?

How can we build trust in Veterinary Services?

How can we address misinformation?

How can we use social media effectively?

How can we develop materials for specific audiences?

How can we correct false information on social media?

Have you used AI at work?

A familiar task

You need to turn a technical animal-health update into a short public message.

LIMITED TIME

Time is limited.

COMPLEX INFORMATION

The information is complex.

ACCURACY AND CLARITY

The message must be accurate and understandable.

AI can draft the message quickly.

How do you decide whether it is ready to use?

What do we mean by AI?

Artificial intelligence

Systems that recognise patterns, make predictions, recommend actions or generate content.

Machine learning

Learns patterns from data and examples.

Deep learning

A type of machine learning that uses neural networks with many layers.

Generative AI

Creates content such as text, images, audio or code.

AI includes much more than chatbots.

A brief history of AI

From research milestones to everyday tools

Selected milestones

1956

Dartmouth meeting

Helps establish AI as a research field.

2012

Deep learning

A major advance in image recognition.

2017

Transformers

Architecture introduced; later used in many modern language models.

2022

ChatGPT launches

Conversational AI reaches a broad audience.

Today

Beyond text

Documents, images, voice and tools.

We can now describe tasks in everyday language and refine the results through conversation.

How does AI produce an answer?

AI generates a response using learned patterns and the information available in the conversation.

What the answer draws on

TRAINING

Patterns learned during training

YOUR CONTEXT

Documents and context you provide

TOOLS

Information retrieved through tools, when used

What can go wrong

- Plausible but incorrect facts or invented references
- Missing details, qualifications or uncertainty
- Information unsuitable for the species, country or audience

Fluent wording does not guarantee accurate information.

AI agents: from answers to actions

An AI agent pursues a goal by choosing steps, using tools and adapting to results.



PLAN

Break a goal into steps.



USE TOOLS

Search, read files or work in connected systems.



ADAPT

Check results and choose the next step.



Example: an animal-health briefing

Goal: Prepare a weekly briefing from approved public sources.

 | Locate and compare relevant updates

 | Draft a summary with source links

 | Flag uncertainties for human review

The agent may repeat checks or change its approach.

You set the goal, permissions and approval points.

Require human approval before publication.

Source: Anthropic, Building effective agents (2024).

How to write a useful AI prompt?

TASK

What should AI do?

CONTEXT

Who is it for? Which source?

FORMAT

Length, structure and tone?

LIMITS

What must it preserve, avoid or flag?

Example: a public vaccination notice

TASK:	Draft a public notice about the dog vaccination event: who it is for, when and where it takes place, and what owners should do.
CONTEXT:	Use the approved information below. The audience is dog owners in [location].
FORMAT:	Use 120 words, plain language and a respectful tone.
LIMITS:	Preserve dates, numbers and clinical information. Do not add claims or recommendations. Mark missing details in [square brackets].

Brief → **Review** → **Refine**

Treat the first answer as a draft. Check it against the source.

Choosing between free and paid AI



Free can be enough

- Learn and experiment
- Draft or rewrite public information
- Handle occasional, low-risk tasks



Pay when it solves a need

- You regularly reach usage limits
- You need a specific model or feature
- It saves enough time to justify the cost

Plans may offer more capacity, document tools or research features.

Compare the same tasks — including time spent checking and correcting.



Accuracy

Every plan can make mistakes. Review the output.



Data protection

Check the account, settings and terms. A personal paid plan may not meet organisational requirements.

Pay for a useful capability. Keep professional review.

Keeping your judgement when AI sounds convincing



A polished answer can feel finished.

Automation bias
Giving too much weight to an automated suggestion.

Confirmation bias
Accepting an answer more readily when it agrees with us.

Time pressure
Moving to wording before checking the claims.

Before you ask AI, write your own starting position.

- What is established?
- What remains uncertain?
- What should the audience do?

Check the content before polishing the wording.

What changed between the source and the draft?

FICTIONAL EXAMPLE



Original source

“As of Monday, no additional reports have been received. Investigations are continuing.”



AI-generated draft

“The situation is under control, and there is no reason for concern.”



What has been added, changed or lost?

Pause for 30 seconds. Compare the meaning.

Look beyond fluent wording.

Review before you rely



1 Think first

- Write your own starting position:
- Known facts • Uncertainties • Required action



2 Verify the claims

- Check dates, numbers, references and recommendations.
- Use original sources relevant to the species and location.
- Preserve uncertainty and limitations.



3 Check the audience

- Is the message clear, respectful and practical?
- Could it imply blame or false certainty?
- Check local language and meaning.



4 Make a decision

- Accept, modify or reject — and know why.
- Keep the sources and final version.
- Use a second human reviewer for consequential outputs.

Match review effort to the consequences. Protect confidential information.

Can I explain why this is accurate and appropriate for this audience?

Countering misinformation in animal health



Based on WOAH-WHERE guidance (2024) and WHO operational guidance (2024).

Key takeaways and next steps



Start with one task you can judge.

1. **Choose**
   Public information you already understand.
2. **Brief**
   Use an approved tool. Define task, context, format and limits.
3. **Review**
   Compare with the source. Ask a colleague about audience fit.

What could you try — and what would you check?

Take 20 seconds to choose one task.

Choose a suitable tool
Start with an approved assistant.

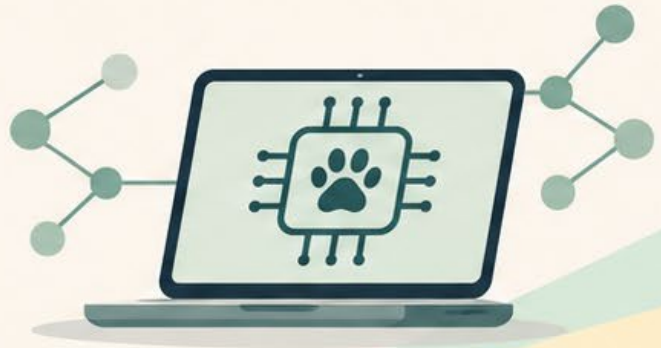
Pay for a clear benefit
Choose a capability or capacity you need.

Keep independent review
You are responsible for the final message.

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Thanks — questions?





Workshop

https://ai-communication-workshop.vercel.app

Access code: WOAH



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