Agenda *(final, 11 Nov)*

Regional Seminar for Focal Points of Communication in Asia and the Pacific 2026

Colombo, Sri Lanka (Cinnamon Lakeside Hotel) (9-11 November 2026)

= Indicates participant group activity

Day 1		
Time	**Theme: Understanding roles and animal health communication**	**Facilitator**
08:30 – 09:00	Check-in and assembly	Sri Lanka DAPH WOAH Facilitators
09:00 – 10:00	Inaugural session: Welcome, opening remarks + ceremony (60 mins)	Dr S. Perera (Director General, Sri Lanka DAPH) Dr T. Ishibashi (Regional Representative, WOAH)
10:00 – 10:10	Group photo (10 min)	WOAH Facilitators
10:10 – 10:25	Coffee + tea break	
10:25 – 11:15	Icebreaker (10 min) Objectives & seminar framing (15 min) - Share seminar objectives and set expectations WOAH! Ladder (15 min) Mentimeter quiz (10 min) - What does it mean to communicate on animal health and be a WOAH Focal Point (FP) for Communication?	Mr B. Valdehuesa Dr P. Suwanthada Dr K. Choden (WOAH)
11:15 – 11:35	WOAH's support for its Members and Veterinary Services (20 min) Support for Member Veterinary Services and understanding the role of a WOAH FP for Communication	Ms E. Pierrat (WOAH)
11:35 – 12:00	Understanding the Data Landscape (25 min) Present WOAH tools and platforms.	Dr P. Suwanthada Mr B. Valdehuesa
12:00 – 12:45	Participant lightning rounds: "What changed since 2024/2025?" (45 min) Each Member: 1 communication success, 1 challenge, and 1 current priority.	Mr B. Valdehuesa WOAH Facilitators
12:45 – 13:00	Update on modern science and health communication (15 min)	Ms E. Pierrat (WOAH)
13:00 – 14:00	Lunch	
14:00 – 15:00	Practical exercise: turning science & data into messages (60 min) Small groups: use sources e.g. WAHIS, ANIMUSE, animal health emergency data, etc.) to convert a technical animal-health issue into audience-specific messages.	Mr B. Valdehuesa Dr P. Suwanthada WOAH Facilitators
15:00 – 15:30	Risk communication & community engagement: awareness to action (30 min) Understanding risk communication & community engagement (RCCE) and preparing for disease outbreaks.	Dr D. Caro (Padayon Communications)
15:30 – 15:45	Coffee + tea break	
15:45 – 16:45	Exercise: draft a mini RCCE plan (60 min) Hypothetical outbreak! Groups build a one-page plan for a simulated outbreak, including audiences, channels, key messages and indicators.	Dr D. Caro WOAH Facilitators
16:45 – 17:00	Day 1 synthesis and (small) assignment (15 min) Participants think about one misinformation, rumor, or confusing narrative from their country/territory for Day 2.	Mr B. Valdehuesa WOAH Facilitators
17:05 – 17:15	Wrap-up and end of Day 1 (10 min)	Mr B. Valdehuesa
18:00 – 20:30	Welcoming dinner hosted by WOAH	

Day 2		
Time	**Theme: Preparing for emergencies – Infodemics, AI, and digital practice**	**Facilitator**
08:30 – 09:00	Check-in and assembly	Sri Lanka DAPH WOAH Facilitators
09:00 – 09:10	Recap and reflections (10 min)	WOAH Facilitators
09:10 – 10:20	Working with media and online influencers (70 min)  Practice a press briefing or media Q&A for a breaking animal-health event, including how to respond to viral claims and framing errors.	Ms S. Pieris Mr J. Boulton (PR Wire Sri Lanka)
10:20 – 10:50	Digital and social media communication for veterinary services (20 min) Understanding how we use digital and social media communication for animal health: best practices.	Ms T. Rakesh
10:50 – 11:05	Coffee + tea break	
11:05 – 12:05	Artificial intelligence (AI) & communication (60 min)  Understanding AI and best uses and risks, in the context of veterinary services' work and animal health communication: includes a 30-min group exercise.	Prof. S. Alonso (CUHK) WOAH Facilitators
12:05 – 12:50	Communicating for behaviour change (45 mins) How to connect awareness with action, and how to ensure message-makers know the message recipients (understanding the audience through an inclusive lens [GEDSI]).	Dr D. Caro Prof. S. Alonso WOAH Facilitators
12:50 – 13:50	Lunch	
13:50 – 14:35	Infodemic management in animal and zoonotic health (45 min) Define information epidemics, misinformation and disinformation, and how to address in the context of animal / zoonotic disease outbreaks.	Ms E. Pierrat Mr C. Kim (INTERPOL)
14:40 – 15:30	Exercise: map an infodemic scenario (50 min) Groups analyse a rumour or false claim (identified in Day 1 assignment), identify actors, emotions, platforms, likely harms, and response options.	Dr D. Caro WOAH Facilitators
15:30 – 15:45	Coffee + tea break	
15:45 – 16:30	Rapid response table-top exercise (45 min)  Preparing and communicating information in response to an emerging animal health situation: Teams draft a first public statement and identify a correction strategy for an emerging false narrative.	Dr D. Caro Prof. S. Alonso WOAH Facilitators
16:30 – 16:45	Day 2 synthesis and wrap-up (15 min)	WOAH Facilitators

Day 3		
Time	**Theme: Sharing experiences and strengthening our network**	**Facilitator**
08:30 – 09:00	Check-in and assembly	Sri Lanka DAPH WOAH Facilitators
09:00 – 09:10	Recap Day 2 (10 min)	WOAH Facilitators
09:10 – 10:10	Member presentations: communication challenges and experiences (60 min) Sharing animal health communication successes, challenges, and lessons learned. 4 Members (Thailand, New Zealand, Japan, Nepal)	WOAH Facilitators Members
10:10 – 10:20	Energiser: Sit or Stand	Dr P. Suwanthada
10:20 – 10:55	One Health: Communicating as a Quadripartite (45 min)	Ms A. Johannes (WHO)

	How WOAH with our partners, communicates with audiences: examples of activities supporting One Health from Quadripartite (WHO, FAO) partners.	Dr D. Caro (former FAO)
10:55 – 11:10	Coffee + tea break	
11:10 – 11:55	Standing exercise: Mapping a communication calendar (45 min)	Mr B. Valdehuesa WOAH Facilitators
11:55 – 12:55	Feedback on WOAH's regional communication network, and the way forward for the region + Quiz: What have you learned? (60 min)	Mr B. Valdehuesa WOAH Facilitators
12:55 – 13:55	Lunch	
13:55 – 14:55	Individual action planning and closing round (60 min) Each participant commits to one communication improvement, one collaboration (animal health / One Health partner), and one priority campaign (e.g. AMR, rabies, biosecurity) (Use paper and markers)	Mr B. Valdehuesa WOAH Facilitators
14:55 – 15:10	Coffee + tea break	
15:10 – 15:45	Seminar closure and closing ceremony (30 min)	Dr T. Ishibashi (Regional Representative, WOAH) Dr S. Perera (Director General, Sri Lanka DAPH)
End		