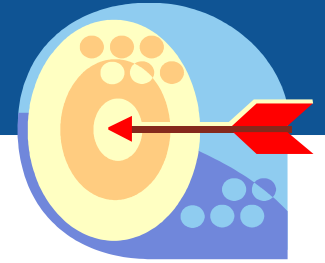




Better Training for Safer Food BTFSF

Information exchange on veterinary issues

**PhD, DVM Sten Mortensen and MVPH, DVM Maren Holm Johansen
Danish Veterinary Services**



OBJECTIVES on information exchange

- *Information exchange with stakeholders*
- *Information exchange with general public*
- *Information exchange with international organizations*
- *Information exchange between veterinary services and "supporting sectors"*
- *Information exchange between central and local level (internal communication)*



OVERVIEW OF PRESENTATION

- 1. Legislative aspects*
- 2. External communication*
- 3. International communication*
- 4. Internal communication*
- 5. Communication plan*
- 6. Conclusion*



Legislative aspects

Ex. ASF

Council Directive 2002/60/EC

- *Article 3: Notification of suspicion to competent authority and to the Commission and MS*
- *Article 21: Contingency plan (transparency in plans)*
- *Article 22: Disease control centers (demands on providing information)*
- *Annex I: Notification of disease to EU and OIE (how to..)*
- *Annex VI: Training in communication techniques in order to organize information campaigns*

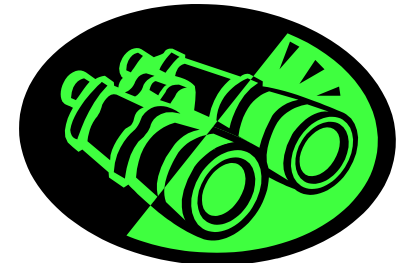


External Communication

AIM: to provide appropriate, clear and accurate information to the key audience

A proactive communication approach can:

- reduce pressure on press office*
- acting in advance of future situation*
- be forward looking*



Alternative: wait-and-see option (will usually result in need for damage control..)

External Communication

Key audiences

A . Persons directly involved in the outbreak

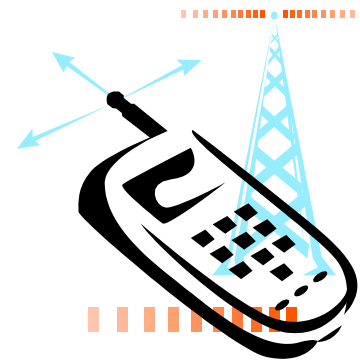
B. Other farmers

C. The public in the general

External Communication

Communication channels

- *Press releases*
- *Mail shots*
- *Stakeholder group meetings*
- *Stakeholder e-mail updates*
- *Text messaging service*
- *Public events*
- *Social medias*



The stakeholders I

Farmers directly involved (IP's and farmers in restriction zones) – *push..push information!*

Main topics – to order restrictions..

Direct communication

Registration i databases

Direct telephone numbers

Fast hotlines

Websites registrations

The stakeholders II

Farmers "at risk" (farmers with susceptible animals)

- push information..

Main topics – to raise the alertness and to minimize the risk of spreading the disease

Hotlines

Websites

Farmer magazines

Youtube, facebook, twitter



General external communication

- push and pull information

Communication channels

- *Press conferences (description of the situation)*
- *Videos from e.g. simulations exercises*
- *Press/News release*
- *Radio broadcasts*
- *Articles and adverts in Agricultural trade press*
- *Public Websites*
- *Public hotlines*

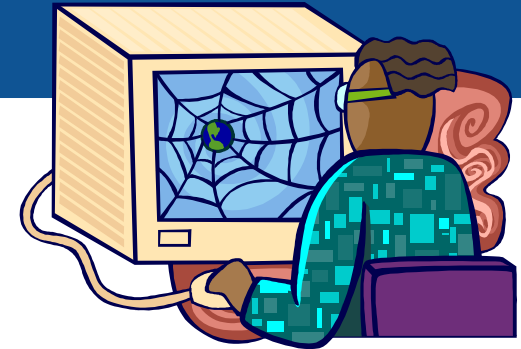
Website

- pull information

Website may contain:

- *disease background*
- *the current situation*
- *latest update page*
- *clinical signs*
- *biosecurity advice*
- *minutes of stakeholder meetings*





Website

Website may contain:

- *maps of zones with protective measures*
- *copies of letters sent to producers*
- *trade issues*
- *zoonotic aspects of the disease*
- *FAQ (frequently asked questions)*
- *links to legislation (control, welfare, economy)*
- *links to News Releases*

Examples 1

Utube upload

<http://www.youtube.com/watch?v=n2W9CgAo-oM&list=UUXV14pQStNln11pjSgZEeoA&index=4&feature=plcp>

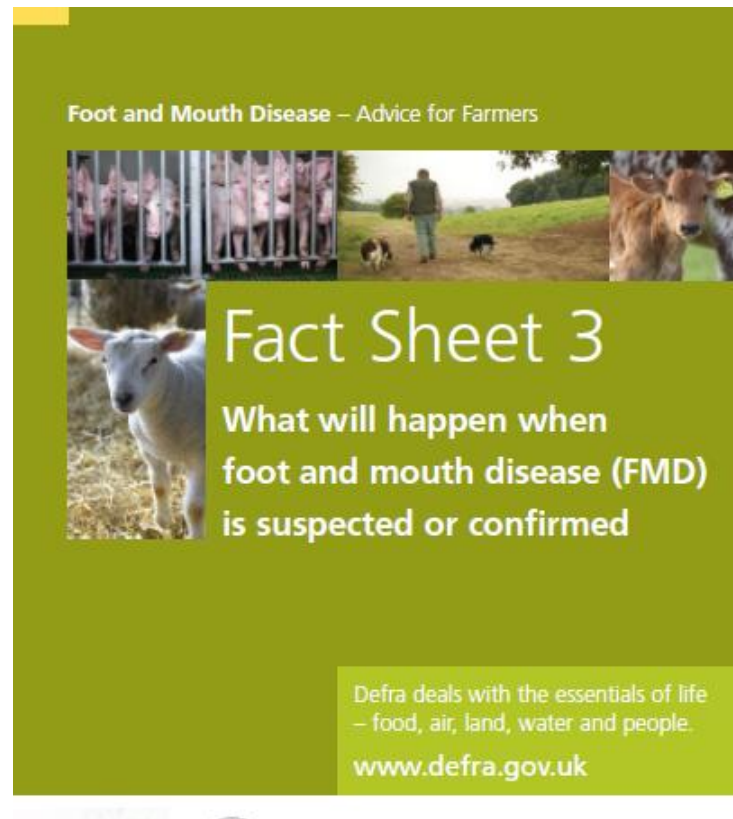
Openness and transparency

All actions must be carried out in an open and transparent manner


Important for:

- increasing disease awareness*
- a better understanding of roles and responsibilities by the industry, the public and other countries*

Openness and transparency - an example



Foot and Mouth Disease – Advice for Farmers



Fact Sheet 3

What will happen when
foot and mouth disease (FMD)
is suspected or confirmed

Defra deals with the essentials of life
– food, air, land, water and people.
www.defra.gov.uk

International Communication



Communication relates to:

The European Union (EU)

The World Organization for Animal Health

Neighboring countries

Trading partners

World Health Organization

*Food and Agricultural Organization of the United Nations
(FAO)*

*Delay in reporting can have serious consequences for
control and trade*

International communication

Messages on disease outbreaks can be received via:

- OIE: www.oie.int
- ProMED-mail: www.promedmail.org





European
Commission

OIE Immediate notification

ESP 13-03-12 OIE Alert - Alerta - Alerte - Non-listed disease, maladie non listée, enfermedad no perteneciente a la lista - ...

Filer Rediger Vis Indsæt Formater Funktioner Handlinger Hjælp Adobe PDF

Besvar Svar til alle Videre-send

Gem e-mail

Fra: OIE Mailing List [oie-info-web@oie.int] Sendt: ti 13-03-2012 15:00
Til: OIE Mailing List
Cc:
Emne: ESP 13-03-12 OIE Alert - Alerta - Alerte - Non-listed disease, maladie non listée, enfermedad no perteneciente a la lista

[English](#) [PDF reports](#)
[Français](#) [Rapports PDF](#)
[Español](#) [informes PDF](#)

Schmallenberg virus, Spain

Information received on 13/03/2012 from Dr Lucio Ignacio Carbajo Goni , Subdirector General de Sanidad de la Producción Primaria, Dirección General de Recursos Agrícolas y Ganaderos, Ministerio de Medio Ambiente y Medio Rural y Marino, Madrid, Spain

Summary

Report type	Immediate notification
Start date	06/03/2012
Date of first confirmation of the event	12/03/2012
Report date	13/03/2012
Date submitted to OIE	13/03/2012
Reason for notification	Emerging disease
Morbidity	0.15 %
Mortality	0 %
Zoonotic impact	No
Causal agent	Schmallenberg virus

New outbreaks

Summary of outbreaks	Total outbreaks: 1
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OIE Weekly information

WAHID Interface - OIE World Animal Health Information Database Side 1 of 23

WAHID Interface Animal Health Information
Information zoonootische
Información Zoonotaria Language: English

OIE Home Page

Immediate notifications and Follow-ups

Weekly Disease Information Report archive

Disease outbreak maps


Disease distribution maps

Detected country (ies) disease incidence

Lists of countries by sanitary situation

Disease timelines

General Disease Information



Weekly Disease Information

Vol. 24 - No. 50, 15 Dec, 2011

- 09/12/2011: Infectious salmon anaemia, United Kingdom, (Follow-up report No. 131)
- 09/12/2011: Oyster herpesvirus (OshV-1, μ var), United Kingdom, (Follow-up report No. 63)
- 09/12/2011: Infection with *Bonamia exitiosa*, United Kingdom, (Follow-up report No. 39)
- 09/12/2011: Spring viraemia of carp, United Kingdom, (Follow-up report No. 25)
- 09/12/2011: Infection with *Martella refringens*, United Kingdom, (Follow-up report No. 16)
- 09/12/2011: Foot and mouth disease, Tajikistan, (Follow-up report No. 2)
- 09/12/2011: Foot and mouth disease, Namibia, (Follow-up report No. 1)
- 09/12/2011: Newcastle disease, Switzerland, (Follow-up report No. 1)

Vol. 24 - No. 49, 8 Dec, 2011

- 08/12/2011: Classical swine fever, Guatemala, (Follow-up report No. 3)
- 07/12/2011: West Nile Fever, Italy, (Follow-up report No. 11)
- 07/12/2011: West Nile Fever, Italy, (Follow-up report No. 7)
- 07/12/2011: Lumpy skin disease, Guinea, (Follow-up report No. 3)
- 06/12/2011: Bluetongue, Algeria, (Follow-up report No. 4)
- 05/12/2011: Foot and mouth disease, Tajikistan, (Follow-up report No. 1)
- 06/12/2011: Dourine, Italy, (Follow-up report No. 1)
- 06/12/2011: Rabies, France, (Follow-up report No. 1)
- 05/12/2011: African swine fever, Russia, (Follow-up report No. 73)
- 05/12/2011: Highly pathogenic avian influenza, South Africa, (Follow-up report No. 9)
- 04/12/2011: Highly pathogenic avian influenza, Iran, (Follow-up report No. 5)
- 02/12/2011: Infectious salmon anaemia, United Kingdom, (Follow-up report No. 130)
- 02/12/2011: Oyster herpesvirus (OshV-1, μ var), United Kingdom, (Follow-up report No. 62)
- 02/12/2011: Infection with *Bonamia exitiosa*, United Kingdom, (Follow-up report No. 38)
- 02/12/2011: Spring viraemia of carp, United Kingdom, (Follow-up report No. 24)
- 02/12/2011: Infection with *Martella refringens*, United Kingdom, (Follow-up report No. 16)
- 02/12/2011: Newcastle disease, Australia, (Follow-up report No. 3)
- 02/12/2011: Low pathogenic avian influenza (poultry), Chinese Taipei, (Follow-up report No. 1)
- 02/12/2011: Foot and mouth disease, Namibia, (Immediate notification)
- 02/12/2011: Highly pathogenic avian influenza, Nepal, (Immediate notification)
- 02/12/2011: Newcastle disease, Switzerland, (Immediate notification)

Vol. 24 - No. 48, 1 Dec, 2011

- 01/12/2011: Foot and mouth disease, Botswana, (Follow-up report No. 16)
- 01/12/2011: Foot and mouth disease, Botswana, (Follow-up report No. 12)
- 01/12/2011: West Nile Fever, Italy, (Follow-up report No. 10)
- 01/12/2011: Dourine, Italy, (Immediate notification)
- 29/11/2011: Bluetongue, Algeria, (Follow-up report No. 3)
- 29/11/2011: Classical swine fever, Guatemala, (Follow-up report No. 2)
- 29/11/2011: Transmissible gastroenteritis, Peru, (Immediate notification)
- 28/11/2011: Small hive beetle infestation (*Aethina tumida*), Canada, (Follow-up report No. 5)
- 28/11/2011: Lumpy skin disease, Guinea, (Follow-up report No. 2)
- 28/11/2011: African swine fever, Kenya, (Follow-up report No. 1)
- 27/11/2011: Lumpy skin disease, Guinea, (Follow-up report No. 1)

Communications between veterinary services and “supporting sectors”

Lab, police, civil forces, local authorities, the military ..

Staff meetings

Daily updates

Common picture of the situation

Coordination of press handling!

Internal Communication

Key audiences:

- *Minister*
- *Chief Veterinary Officer*
- *Head office*
- *Field offices (Regional and Local)*
- *National Diagnostic Laboratory*
- *Press office*



COMMUNICATION - MINISTER

Peace time work:

The Minister to be informed about the significance of most important epidemic diseases with regard to:

- the impact on livelihoods*
- commerce*
- disease control/eradication obligations*

COMMUNICATION - MINISTER

Disease suspicion/confirmation

The Minister shall be informed about:

- The current disease situation*
- Salient facts about the specific disease*
- The legislation covering disease control*
- The budget for disease control*
- Communication within the Government, International organizations, stakeholders, trade partners and the media*

Internal communication

- top level

Daily Communication meeting

Agenda: strategy, messages, media handling

- communication section of the NDCC and the ministers press officer

- a daily forum for identifying and agreeing on key points in communication of the situation

Internal communication

- lower level

Communication between local and central level “**making a communicative high way**”

Liaison officers

Daily conferences

– by video or telephone

Common daily description of the situation



How to make a good communicative highway?

Peace time training in communication conferences

Plans for how to communicate efficiently between LDCC and NDCC levels

Good communication infrastructure in NDCC and LDCC

Liaison officers training in peace time (e.g. exercises and small scale training)

Knowledge of one another



Communication plan

- *a guide to the communication to be provided by the veterinary service*
- *a living working document and should be up-dated periodically*
- *contains a training component*
- *explains how to convey the right messages from the right communicator, to the right audience, through the right channel at the right time.*

Communication plan (Cont).

- 6 basic elements

"Who" – the target audience

"What" – the message to be transmitted

"When" – time

"Why" – the desired outcome

"How" – the communication vehicle

"By whom" – the sender



CONCLUSION

A Communication plan should be an integrated part of the Contingency Plan

The Communication plan should cover Internal, External and International Communications

Make use of multiple media and channels

Ensure that key audiences are targeted

Provide appropriate, clear, accurate and consistent information confined to the truth



*Many Thanks for your attention
- any questions?*