

OIE Regional Workshops for focal points and Information Seminars for new Delegates

Africa

Communication for improving animal health in Africa

Regional Seminar for OIE National Focal Points for Communication

The training sessions covered the following themes:

- a) 'Standards, communication approaches and risk communication'
- b) 'Putting lessons learned to the test: raising awareness', and
- c) 'Crisis management and dealing with the (social) media'.

The general objective of the seminars was to provide OIE National Focal Points in charge of communication with all the information they needed to support their National OIE Delegates in the area of communication, according to their Terms of Reference¹ as well as Chapter 3.3. of the *Terrestrial Animal Health Code*². The seminar was therefore specifically designed to train Focal Points in how to manage national communication systems and operational communication campaigns, in line with OIE standards.

To engage the participants and drive home the learning process, the seminar was conducted with the guidance of the *OIE Communication Handbook for Veterinary Services*³, developed in 2015 in collaboration with WHO. Interactive sessions involved group work on a series of practical exercises for the participants to complete together in working groups, and the use of modern communication tools (an online communication session, developed by WHO, completed before the workshop, practical exercises on using social media, photo banks, scenarios and role-play, etc.).

The entire seminars took place in an excellent atmosphere with lively and motivated participation from all those who attended, foreshadowing a constructive future for this network of Communication Focal Points in Africa.

English-speaking participants from Africa

Mombasa, Kenya, 27–29 September 2016

The first cycle of regional seminars for OIE Focal Points for Communication came to a close in Mombasa, Kenya, on 29 September 2016. A total of 25 English-speaking participants, including OIE National Focal Points for Communication, Directors of Veterinary Services (OIE Delegates) and observers from African countries, attended the meeting. The countries represented at the seminar were Botswana, Egypt, Ethiopia, Gambia, Ghana, Kenya, Lesotho, Libya, Malawi, Mozambique, Namibia, Nigeria, South Africa, South Sudan, Sudan, Swaziland, Tanzania, Uganda and Zimbabwe.

The seminar was convened by the OIE in collaboration with the Government of Kenya, and financially supported



Ms Laura Ngo-Fontaine (WHO speaker) with Dr Relebohile Mahloane (OIE Focal Point from Lesotho)

1. www.rr-africa.oie.int/en/RC/OIE_focal%20point_ToR_Communication.pdf
2. www.oie.int/fileadmin/Home/eng/Health_standards/tahc/current/chapitre_communication.pdf
3. www.rr-africa.oie.int/docspdf/en/2016/COM/EN_Guide%20de%20Communication_Web%20download.pdf



Dr Samuel Wakhusama, Deputy OIE Sub-Regional Representative for Eastern Africa and the Horn of Africa (standing, centre) discusses an exercise with the Focal Points

by the European Union (EU). Also in attendance was an observer from the African Union Interafrican Bureau of Animal Resources (AU-IBAR). The seminar was led by two expert trainers in health-related risk communication from the World Health Organization (WHO), Ms Laura Ngo-Fontaine and Ms Pippa Haughton. The OIE trainers were Dr Catherine Bertrand-Ferrandis, Head of the OIE Communication Unit, and Ms Valerie Vouligny, OIE Consultant.

The seminar took place over a three-day period, including a half-day celebration of World Rabies Day on



Dr Mona Ibrahim Mohamed Khalil (OIE Focal Point from Egypt) presents her country's experiences with veterinary communication

28 September. Rabies was also one of the topics integrated into the training programme.

Kenya's Director of Administration in the Ministry of Agriculture, Livestock and Fisheries, Ms Lorna Odera, representing the Principal Secretary, presided over the opening ceremony, accompanied by Dr Kisa Ngeiywa, Director of Veterinary Services and Delegate of Kenya to the OIE; Mr Stephen Wathome, Rural Development Officer of the EU Delegation to the Republic of Kenya; and Dr Walter Masiga, OIE Sub-Regional Representative for Eastern Africa and the Horn of Africa.

**French-speaking participants from Africa
Bamako, Mali, 11–13 October 2016**



Seminar participants

A training session in English for OIE National Focal Points for Communication in Africa (see above) was followed by a seminar for French-speaking Focal Points on the same topic. This event took place from 11 to 13 October 2016 in Bamako, Mali.

A total of 22 participants, mostly OIE National Focal Points for Communication, responsible for communication within the animal health department of their country, attended the meeting. The countries represented were Algeria, Benin, Burkina Faso, Burundi, Cabo Verde, Cameroon, the Central African Republic, Chad, Comoros, the Republic of the Congo, the Democratic Republic of the Congo, Côte d'Ivoire, Equatorial Guinea, Gabon, Guinea,



Opening ceremony, from left to right: Dr Catherine Bertrand-Ferrandis, Head of the OIE Communication Unit; Dr Karim Tounkara, OIE Regional Representative for Africa; Dr Ouayara Koné, Technical Adviser representing the Minister for Livestock and Fisheries of Mali; and Dr Traoré Halimatou Koné, Delegate of Mali to the OIE

Guinea-Bissau, Madagascar, Mali, Morocco, Niger, Senegal and Togo. Representatives of Mauritania, Rwanda and Tunisia were not able to attend the seminar.

This training seminar was organised by the OIE in collaboration with the Government of Mali, and with the financial support of the European Union and Italy. Dr Catherine Bertrand-Ferrandis, Head of the OIE Communication Unit, led the seminar, alongside two communication experts from the World Health Organization (WHO): Ms Akunda Pallangyo and Mr Rodrigue Barry,

assisted by Ms Valérie Vouligny, OIE Consultant and head of a communications agency specialising in animal health, and Dr Jocelyn Mérot, Communications Officer for the OIE Sub-Regional Representation for North Africa.

The opening ceremony was chaired by Dr Ouayara Koné, Technical Adviser, who represented the Minister of Livestock and Fisheries of Mali, with Dr Traoré Halimatou Koné, Delegate of Mali to the OIE; Dr Karim Tounkara, OIE Regional Representative for Africa; and Dr Catherine Bertrand-Ferrandis.

Europe

Spearheading regional dialogue on the quality of veterinary drugs and their prudent use, including the fight against counterfeit products

Regional Seminar for OIE National Focal Points for Veterinary Products

Budapest, Hungary, 11–13 October 2016

Thirty-six Focal Points (or their designates) spent nearly three days together in Budapest, to increase their knowledge and reinforce the regional network of Focal Points in charge of Veterinary Products.

This OIE regional seminar offered a robust programme involving some of the most highly experienced veterinary product experts, including OIE Collaborating Centre experts. It covered a number of advanced topics (fourth-

cycle seminar) while, at the same time, welcoming and training new Focal Points on the OIE and its veterinary product mandate. The agenda was designed to be practical with lectures, countries sharing their experiences and best practice, and exercises aimed at strengthening skills, encouraging participation and facilitating regional dialogue among European countries. The European Medicines Agency (EMA) and the Eurasian Economic Commission (EEC) (the