

Ministry of Agriculture of Libya

National Center for Animal Health (NCAH)

Communication Plan in Animal Health in the frame of REMESA/RECOMSA

November 2013

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Introduction

Recent political changes in Libya are important and radically influenced all sectors, including Animal Health sector which is now experiencing a rebuilding phase. There is a strong need to prepare and implement a comprehensive strategy for the next five years. In this frame, Libya in collaboration with relevant international organizations (OIE, FAO, etc.) prepared a Strategic Plan 2014-2019 for the development of Veterinary Services. This plan is based on national priorities and international standards of the World Organization for Animal Health (OIE).

In this context, to support the Strategic Plan for the development of Veterinary Services in Libya and to contribute to reach the objectives of the Mediterranean Network for Animal Health (REMESA), an Animal Health Communication Plan has been prepared by Libya.

The objective of the Communication plan to support the Strategic Plan for Veterinary Libyan Services is to develop awareness, new knowledge and changes of behavior amongst population, professional Animal health actors, especially Veterinary Services and stake holders, leading to protect both humans and animals from animal diseases, to facilitate VS intervention in case of outbreaks, to limit the dissemination of diseases & TADs. Moreover this Communication Plan should (re) create a positive image, facilitate the understanding of the role of Veterinary Services, create confidence and ensure a positive visibility of the Veterinary Services mandate, their role, status and activities for both human and animal welfare.

The document is presented in four parts:

The Part 1 addresses the general context (Regional Animal Health status and the Animal Health context in Libya)

The Part 2 is focused on the presentation & analysis of the current situation in Communication in the field of Animal Health in Libya.

The Part 3 presents a structured National Communication Plan and the Part IV exposes some supporting measures to implement the Communication Plan and to make the AH Communication activities sustainable in Libya as well in the RECOMSA network.



Part I: Context

1. Regional status of Animal Health

Maghreb region includes five countries: Algeria, Morocco, Tunisia, Libya and Mauritania. The Union "UMA" an Arab political union was established on February 17, 1989. The Treaty pledged to confront common challenges of development and the creation of a unified and integrated economic space. Those five countries are also five epidemiological units in the same geographical area and they are therefore faced with the same epidemiological risk for many diseases and in particular for trans-boundary Animal Diseases (TADs) as well as for zoonosis, involving Human and Animal health affecting livestock and public health as well as the economy of these countries, in particular for the most vulnerable people.. Agriculture is for this region one of the main pillars of the economy since contributing in more than 15% of the gross value added and occupies more than 35% of the labor force¹.

Livestock and animal production are playing a key role in food security in the region, as shown in Table 1 here below.

The value of this strategic importance of the livestock sector as a source of protein and source of income for large segments of the population, especially the most vulnerable communities, has to be considered.

Species	Estimated number
Bovine	More than 5 M
Ovine	More than 60 M
Camelin	Hundred of thousands

Table 1: Estimated number of cattle, sheep and camels in the Maghreb region Mediterranean Network for Animal Health (OIE) 2009 by Dr Rachid Bouguedour

Transboundary animal diseases are considered as the biggest obstacle to livestock production and development in the region. This is in addition to existing production systems in the Northern African regions, which are characterized by an extensive farming system (mainly nomadic in Libya).

In addition to endemic diseases, such as sheep and goat pox and brucellosis three major animal diseases threat economically in most Mediterranean countries: Foot and Mouth Disease (FMD) that currently affects several countries in North Africa, Bluetongue, which appears sporadically in some countries and is a source of great concern in the region and the Peste des Petits Ruminants (PPR) which first appeared in Morocco in June 2008.

Avian Influenza (endemic in Egypt) and Rabies widely spread have a serious impact on public health and on the food security, mainly for the most vulnerable

¹ The most important achievements of the Sub-Regional Office for the Food and Agriculture Organization of the North African region since its inception in 1996 - FAO January 2011

populations, as well as on international trade international within and outside the region.

Those two diseases can easily move across the border to neighboring countries.

In this context, the exchange of health information between these countries as well as the development of common policies for monitoring and control of diseases and epidemics in the region to ensure the safety of the trade of animals and animal products, are key objectives.

To achieve this goal, a regional approach in the field of communication in Animal Health is become highly relevant and necessary for the following reasons:

1. the prevention of transboundary diseases in North African countries requests a strong coordination and exchanges of health information & data between neighboring countries, a networking approach and technical joint action to face the risk and in accordance with the standards and legislation and international norms.
2. the need to respond quickly in solid coordination with neighboring countries in case of suspicion, outbreak or emergency/crisis situation.
3. the importance of the legal or illegal trade in the region and its potential role in the dissemination of diseases and especially trans-boundary animal diseases.

2. Animal Health context in Libya

Libya is located in North Africa which is part of the Maghreb. It is bordered by the Mediterranean Sea to the north, on the west by Tunisia and Algeria, and to the south by Niger and Chad, Sudan and the Middle Egypt. An estimated area of 1.759.540 kilometers square, making it the fourth largest African country with an estimated population of about 6 M. people. Population is concentrated on the coastal strip, considering that the largest part of the country is desert.



Figure 1: Map of Libya and neighboring countries

The gross domestic product (GDP) in Libya is one of the highest in Africa. The national economy depends on oil exports. But the diversification of the economy is an urgent need for the future of Libya.

2. A. Contribution of livestock in agriculture and national economy

Animal population is estimated around 150 000 cattle, 6 500 000 small ruminants, 110 000 camels, 12 000 horses and donkeys and 15 million poultry. Diseases of major economical importance and main zoonosis are endemic in the country but without precise information about their epidemiological situation, prevalence and distribution.

Veterinary medicine distribution and usage is not under control, with negative impact on Animal Health (resistance) and public health (residues and cross-resistance).

Food industry is still limited and there is no registration of processing and distribution sites. Libya imports 75 % of its food, but accurate data are not available. There is no export at the moment, despite opportunities for fish, casings and skins. In the future, Libya is willing and needs to diversify its economy. Private sector of agriculture and agro-industry are prone to develop. The Veterinary Services should be able to follow and support this development of animal production and food industry as well as specific exports.

At the same time, as Libya will remain an important net importer of live animals and animal products, the Veterinary Services should also be able to protect the country against sanitary import risks.²

2. B. Structure of the Veterinary Services (National Center of Animal Health)

The organisation of the NCAH is geographical. The first level consists of the headquarters in Zawia. The country has been divided into seven regions: 1) Green Mountains, 2) Benghazi, 3) Middle Area, 4) Zawia, 5) Tripoli, 6) West Mountain and 7) Sabha. Each region has been subdivided into several sub-regions. There are around 50 Local Offices and 300 public veterinary clinics. The overall system may include around 1000 veterinarians and 2000 para-professionals or support staff, although only partial data are available and not always accurate.

Most VS activities in Libya are carried out under the responsibility of the National Centre of Animal Health (NCAH), which is part of the Ministry of Agriculture. The headquarters of the NCAH are based in the outskirts of Zawia. The Chief Veterinary Officer (CVO) is head of the NCAH. NCAH is divided into 4 divisions and one department at central level: AH, laboratories, quarantine and drug and vaccine control, and support services department

The NCAH has no formal responsibility for animal production & food safety, which is under the responsibility of another service (under the responsibility of the Prime Minister). Slaughterhouse inspection is delegated to local administrative level.

² (Five year Strategic Plan 2014-2019 AD for Libyan Veterinary Services)

Private veterinarians (estimated around 500) and private laboratories are currently not included within the VS through proper registration, regulation or accreditation. The OIE mission reports indicate that the VS have an insufficient level of conformity to OIE standards to allow them to fulfil their missions, including major deficiencies as the lack of legislative framework, of data and documentation system, of chain of command and of technical independence. As the country is in a process of change, the VS will change as well. The current organisation structure still reflects the former national situation.

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2. C. Animal Health situation in Libya

The country is affected by some animal diseases of major economic importance and many common diseases, with a severe lack of information about the epidemic of these diseases in terms of severity and spread.

The most important endemic diseases are: Foot and Mouth Disease (FMD) in cattle and sheep and goats, Bluetongue, PPR, Bovine brucellosis, Brucellosis in sheep and goats and Rabies (dogs)

For the poultry sector, the Newcastle disease is one of the most important reported in 2013. Several other diseases such as contagious respiratory bronchitis (IB), inflammation of the larynx and trachea gastro ILT, chronic respiratory disease, Salmonella, and E. coli are notified

There is no national epidemiosurveillance network/system to monitor epidemics. During the next five years, the VS will progressively develop national animal health programs, including evaluation of their efficacy (e.g. post vaccination monitoring).

These activities will be planned by NCAH at central level, implemented in the field by its 150 public veterinary clinics, and monitored/controlled by the 7 NCAH branches.

Activities foreseen are³:

- Implement FMD vaccination on all ruminants once a year
- Determine prevalence and distribution of animal diseases of major importance, including zoonosis, through surveillance plans and develop relevant control strategies, including animal movement control if relevant.
- Develop contingency plans to avoid epizootic of HPAI and RVF
- Implement public awareness or initiate joint programs with farmers on other diseases two times a year in every village

³ (Ref. 2014-2019 Veterinary Services Strategic Plan)

Part 2: Analysis of the current situation in Communication in the field of Animal Health in Libya

1. Relationship and cooperation with international and regional organizations

Reporting activities to the World Organization for Animal Health (OIE) is one of the most information & communication activities of the NCAH.

2. Structural organization of Information & Communication in the Ministry of Agriculture

The National Center for Animal Health, under the Ministry of Agriculture is primarily responsible for Veterinary Services in the country with the mandate to manage and to monitor the institutional and technical efficiency of everything related to Animal Health and in particular the management of the information (design & prepare contents and validate information and messages addressed to farmers, livestock owners, population and stakeholders at national and international level).

The Office of Information and Veterinarian Guidance is a department of the National Center for Animal Health involved in the Communication field. This office newly created (early 2013) is in charge of: ⁴

To design a strategy for the development of media content and media material regarding animal health to be produced and disseminate through modern media/channels.

- To raise awareness of all segments of the population as well as stakeholders for diseases prevention, human & animal health protection and for a positive development of Animal Health and production in the country.
- To provide information and guidance services through field visits to the farmers, livestock owners, etc.
- To collect technical literature, extension publications, informative posters and awareness material.
- To facilitate the organization of conferences, seminars and workshops in the field of Veterinary Services.

⁴ (by decision No. 158 of the Minister of Agriculture, Livestock and Marine for the year 2012 AD on the preparation of the organizational structure of the National Center for Animal Health)

- To publish research result as to facilitate and develop the public awareness and basic knowledge in AH.
- To submit periodic reports and work progress documentation and statistics in AH.

The Information Office in the National Center for Animal Health has been newly established in January 2013. This Office is not yet operational due to the lack of human & technical resources (No budget allocated for this Office in 2013).

As for the connection between the Information Office and media (Television, newspapers, radio, etc.) the current partnership remains informal and unstructured.

This is mainly due to the current Libyan media system for which the priority is to address key issues related to security in Libya at the moment. Information, news and programs related to Animal Health are very difficult to be negotiated, designed and broadcast, especially through TV channels.

Partnership and collaboration with the press sector depend on inter personal (good) relationship between VS Communication staff and journalists/media managers, since the Information Office does not have yet a clear budget allocated for Communication activities.

Cooperation and Extension Office in the Ministry of Agriculture

This Extension department/office is the structure of the Ministry of Agriculture which takes care of extension activities in agriculture in general and deals with all technical centers in the country. Human and technical resources of this office are satisfactory.

Main tasks of this Extension Office are:

- prepare extension campaigns guidelines for the Ministry of Agriculture;
- prepare press conferences, interviews and video programs/reportages for the Ministry of Agriculture
- assist the Office of Information in preparing specific events/themes (Agriculture National Day and Aid Holliday) in printing brochures or informative material.

Nevertheless the collaboration between Veterinary Services and this Office remains quite difficult due the intensive duties of this Office in providing services to the Ministry.

3. Communication setting and activities (2013) implemented by the National Center for Animal Health (NCAH)

3.1 Human Resources dedicated to Communication activities are as following: under the supervision of the NCAH chief, four staffs are currently assigned to information & communication activities:

- An Information Officer
- An engineer in horticulture
- A veterinary
- A computer engineer

There is no Information & Communication office in sub- centers. Considering this newly created NCAH and the post revolution situation there in lack of expertise in this field of activity and a strong need in building capacities and staff training.

3.2 Equipment and technical resources

There is no specific budget (2013) for structured Information & Communication activities/equipment in this Office. Nevertheless, for 2014, a budget should be allocated.

Internet access is not available in the NCAH sub-centers; available in the NCAH, only in some departments.

Telecommunications companies in Libya: good coverage in most areas of Libya.

Three computers and printers / 1 MAC / 3 video cameras. Possible fieldtrips with VS transport.

3.3 Media resources in the country

- TV- channels: 33 channels including 2 public channels (National 1 and 2); the rest are private companies.
- National channels (1 & 2) and 3 private channels .Free Libya, the capital is the most audienced channel: good coverage of the territory.
- Radio channels: there are many radio channels, including public (national and local) and private (in each region and private channels in cities): good coverage of the territory.
- Rapid evolution in using electronic information and social networks (Internet mobile in cities, SMS, etc.) especially by young people
- Arabic language: Libyan population understands and speaks Arabic although there(are several dialectal languages in each region
- Newspapers: the demand by the Libyan population is significantly decreasing. The most influential media in the current Libyan society are television, radio and social networks.

3.4. Role of civil & professional associations and opinion leaders

Associative movement and civil society organizations are increasing in Libya and are starting to play a role in the national community.

Relating In Communication and related to Animal Health sector(s) it's now possible to work with:

- Livestock owners associations
- Wildlife Protection Society
- Consumers Associations
- Unions
- Colleges and training institutions of Veterinary medicine.
- Center for Diseases Control and transmissible diseases
- Religious leaders, imams and preachers

To be underlined: there is a poor appreciation by the Libyan population of the veterinary profession; a crisis of confidence between the national community and the VS administration which is now leading to the erosion of the profession and the weakness of its credibility.

3.5 Main activities carried out by the Office during the year 2013

- Media campaign to support and facilitate the FMD vaccination campaign
- Seminars for trainers (public and private)
- Preparation of a handbook for veterinaries about the FMD, disease symptoms and preventive measures to limit the dissemination.
- Messages sent via mobile phones on vaccination.
- Most of the field visits have been documented (pictures, video).
- Awareness campaigns about the problems of smuggling in the south.
- Leaflets on vaccination campaign.
- Participation in a radio (weekly) program broadcast on the national channel.
- A draft/project of magazine (with Veterinary scientific articles, news and information/technical updates in Animal Health is in preparation. This magazine should be published by the NCAH Information Office.
- NCAH website is currently under construction: <http://www.ncah.gov.ly/>
- Press articles: interventions to clarify some misconceptions or misunderstanding.
- Social network: a Facebook page dedicated to the NCAH Office of Information.



Part III: The National AH Communication Plan

1. Objectives

The main objective of the AH Communication plan is to support the goals of the public and private Veterinary Services and strategy (Strategic Plan 2014-2019) which are:

- support food security and rural development, secure Animal Health and public health, to protect local consumers and to reassure the development of a tourism sector;
- allow trade of animals and animal products, without risk between Libya and neighbouring countries;
- improve the Animal Health situation in the country and increase the productivity;
- insure the certification of quality/health for export and to match the trade international requirements.

Moreover, the aim of this Communication plan is also to strengthen Veterinary Services in highlighting both the role and functions of Veterinary Services and their contribution in the country's economy.

The Strategic Plan 2014-2019 for the Veterinary Services of Libya, which presents the general framework and priorities of the Veterinary Services for the coming years, includes the improvement the public awareness through joint programs with farmers in villages.

In the transition period, independently of an emergency situation, the main axes to be addressed in Information & Communication are (a) the strengthening of veterinaries capacities, (b) the bio security, (c) the smuggling and the illegal animal's movements and (d) the improvement of the public Veterinary Services image.

More specifically and regarding Animal Health, several endemic diseases with significant impact on the economy, animal productivity and public health have to be addressed in awareness & communication:

- Newcastle Disease
- Foot and Mouth Disease (FMD)
- Peste des Petits Ruminants (PPR)

Emergency or crisis Communication procedures will be implemented in case of HPAI and RVF outbreaks.

2. General cross-cutting themes

(a) **Bio-security training**

Activity 1: organize training workshops for veterinaries (VS staff and private) on the importance of bio-security to minimize the risk of transmission

Objective: to train veterinaries on basic measures and bio-security measures to limit the diseases transmissions

Target audience

- Directly: veterinaries and trainers
- Indirectly: traders and animal owners

Expected results: reducing the risk of disease transmission between farms. Five hundred staff, Vets and livestock owners have been informed and ready to apply bio-security measures.

Channels & informative material: brochures / posters. To size the opportunity and take advantage of events organized by pharmaceutical companies that combines many doctors, veterinarians, breeders and livestock owners to publish brochures and display posters about bio-security (clear and visual educative messages)

Partners: National Centre for Animal Health, pharmaceutical companies, the Office of Cooperation of the Ministry of Agriculture and the ministry's livestock department.

(b) Smuggling

Activity 1: to prepare, design and disseminate preventive & informative messages about the seriousness of the smuggling of animals and make them aware of the need to address this dilemma and remind them of the law.

Objective: to control and to reduce transboundary diseases and to protect the consumers.

Target audience

- Directly: population, traders, nomadic people, local authorities
- Indirectly: consumers

Expected results: illegal trade of animals is decreasing; better control and protection of the cheptel. Improved protection of consumers.

Channels: messages through local radios / direct meetings with populations / preachers in mosques / posters in the markets, in customs offices and in human health centres. (5 radio messages + jingles, 2500 posters); informative material on the VS web site.

Partners: Customs central and field offices, Ministry of Internal affairs, Ministry of Defence, Livestock Production Department, Ministry of Health, the National Centre for Disease Control

Constraints

- Long-term process
- Security situation as the current transition period in Libya; insecurity in the field

Activity 2: production of awareness messages targeting livestock owners and traders. Content of messages: high level of risk in acquisition of smuggled animals.

Objective: control and to reduce transboundary diseases and to protect the consumers.

Target audience

- Directly: livestock owners
- Indirectly: consumers

Expected results: the illegal trade of animals is decreasing. Improved protection of consumers.

Channels: radio / local meetings / preachers in mosques / leaflets locally distributed in the markets, customs offices, decentralized administration, Police offices, human health centres, etc. (2 radio spots + 5000 leaflets); informative & awareness material available on the VS web site.

Partners: Customs central and field offices, Ministry of Internal affairs, Ministry of Defence, Livestock Production Department, Ministry of Health, the National Centre for Disease Control.

Constraints

- Long-term process
- Security situation as the current transition period in Libya; insecurity in the field.

Activity 3: production of awareness messages targeting population and consumers. Message: products from smuggled animals are not secured and could be a danger for your health.

Objective: Consumers protection through awareness messages.

Target audience

- Directly: population and consumers
- Indirectly: traders and butchers

Expected results: population & consumers are aware about the risk. Consumer's behaviour is changing, progressively.

Channels: radio / local meetings / preachers in mosques / leaflets locally distributed in the markets, customs offices, decentralized administration, human health centres, etc. (one radio spot + 10.000 leaflets)

Partners: Ministry of Health, Customs central and field offices, Ministry of Internal affairs, Livestock Production Department, the National Centre for Disease Control

Constraints

- Long-term and slow process.

Activity 4: to facilitate communication with the neighbouring countries

Objective: to limit the TADs impact and to improve the collaboration and networking between neighbouring countries

Expected results: TADs impact is limited. Efficient collaboration between neighbouring countries

Channels: partnership between Veterinary Services of neighbouring countries; trans-boundary regular meetings, networking between REMESA focal points.

Note: for this facilitation, the role of the Communication Focal Point is important to be considered.

(c) Improve the image of the veterinarian in the public sector

Activity 1: to highlight the role, activities and functions of Veterinary Services

Objective: to improve the image of the veterinary in Libya

Target audience

- Directly: livestock owners and breeders
- Secondary target group: population/consumers, governmental staff, Veterinary Services

Expected results: confidence in the Veterinary Services will progressively be restored amongst livestock owners, breeders, consumers and population.

Channels

- Radio spots with (creative) promotional messages (1 message – monthly broadcast); material available on the VS web site.
- TV spots (3) showing veterinarian good practices, positive professional relationship and contacts between veterinaries and population/consumers. (Human and animal health protection, promotion of the 'farm to table' concept and the role of VS, food security, increasing productivity and incomes through animal health development, etc.)

Conditions for success

Sufficient funding, innovative messages, effective collaboration with MoA.

Activity 2: to highly and to promote the Veterinary Service's contribution to the development of the country

Target audience

VS and veterinaries (HQs and decentralized offices); private sector, food trading sector + anyone dealing directly and indirectly with Veterinary Services.

Expected results: to restore or to create a confidence frame in Veterinary Services and to underline the quality of the delivered services by Veterinary Services.

Conditions for success: sufficient funding, innovative messages, effective collaboration of the MoA.

Channels: video spot (1) showing best practices, posters in Veterinary and Agricultural Services offices, promotional presence of Veterinary Services in public events, agricultural, trade fairs, etc.

Partners: Ministry of Agriculture, private vets association.

3. Specific Animal Health topics: FMD / Newcastle disease / PPR

Activity 1: design, production and dissemination of information about the disease (symptoms / measures to be taken to reduce the spread of the disease, bio-security measures / surveillance procedures for prevention of disease / information about immunization and vaccination); improve the specific technical capacities of veterinaries to treat this kind of diseases; improve the livestock owner's capacities in monitoring, surveillance and declaration.

Objective: to facilitate the identification and the monitoring of animal diseases (passive surveillance, early warning and rapid response process) to

reduce the spread of the disease and to strengthen the effectiveness of prevention programs and eradication in general.

Target audience

- Directly: veterinaries (public & private sectors)
- Indirectly: livestock owners

Expected results

Quick identification facilitated, appropriate measures taken and on time, information process improved, improved control of the diseases.

Channels: lectures for veterinaries and engineers / informative brochures / short video movie / radio spots in the field / newspapers / meeting and seminars with trainers. Five informative leaflets / 3 radio spots / x meetings in the field ; updated information on the VS web site.

Partners: Ministry of Agriculture, livestock owners associations, Ministry of Environment, Ministry of Religious Affairs/ international organizations (support expertise).

Conditions of success: financial resources, sufficient availability drugs and vaccines (credibility/image of the Veterinary Services); effective collaboration of MoA.

4. Communicating in emergencies and crisis situation: Avian Influenza (HPAI) / Rift Valley Fever (RVF)

Activity 1: emergency communication preparedness: identification of the disease and clinical symptoms that requires immediate notification of the disease to the veterinary authorities. Prepare content of messages to be quickly broadcast and disseminated.

Objective: rapid response and control the outbreak; adequate bio security measures taken on time.

Target audience

Direct: Veterinaries (public sector and private sector)
Indirectly: livestock owners

Expected results: quick identification, rapid control and all adequate measures taken to limit the spread of the disease. Population protected.

Channels: leaflets, local training of farmers and traders, radio and TV spots, posters. Daily updated Press Box on the VS web site.

Partners: Ministry of Agriculture (Department of Agriculture Policy) / NCAH / Ministry of Environment / Ministry of Religious Affairs /

expertise in Communication to prepare large informative campaigns, design of awareness material, etc. Collaboration with FAO, OIE, etc. for expertise in AH Communication.

In case of emergency/crisis situation

The main objectives are: speed and clear process, transparency and confidence in the information and technical intervention by authorities and Veterinary Services.

Specific Communication duties:

- contribute to the protection of humans and animals; quickly inform citizens, producers and traders on prevention and bio security measures and control of animal's movements.
- reassure the public/consumers and build confidence
- facilitate the coordination of the technical procedures
- contribute (through adequate messages) to minimizing the economic impact and the collapse of the markets.
- facilitate the Communication coordination between Ministry of Health and Veterinary Services (harmonization/ synchronisation of messages)

Activity 2

in case of emergency a immediate broadcasting of adequate messages about preventive and bio security measures and about the strict control of animal movement.

Objective: population, consumers, traders, livestock owners are informed.

Target audience

- Direct target group: population, consumers, traders, livestock owners and veterinaries (public sector and private sectors); press sector and journalists
- Indirectly: livestock owners

Expected results: rapid control/surveillance and limitation of the disease dissemination and spreading; adequate preventive information and messages disseminated.

Channels: national and local radio/TV stations through messages produced by Veterinary Services and Human Health Services; specific preventive instructions to animal workers, traders and technicians

working in public health centres. 2 TV spots + immediate production and dissemination of posters (3000) in the infected (+bordering) zones.

Partners: Ministry of Agriculture, Agriculture Policy Department, Livestock owners and breeders associations jointly: NAHC /Ministry of Environment / Ministry of Religious Affairs /International organizations (support for expertise)

Activity 3: inform the international organizations (OIE and FAO in particular), sub-regional institutions, partners and neighbouring in accordance with international norms and standards.

Activity 4: the dissemination of information by governmental authorities.

Description of the situation and the measures taken by the government and technical services to reduce the spread of the disease and the protection of animal, breeders and the consumer.

This information includes basic guidelines for bio- security, control of the movement of animals, risk for the human health (Consistent messages by Veterinary Services and ministries concerned). This should include a tentative timetable information on the procedures and results: the samples taken / results of laboratory analysis / monitoring and time requirements (expected time out) of the crisis.

Target audience

- Direct target: ministries, state bodies, decentralized authorities and administration, neighbouring countries, press sector.
- Secondary target: population

Expected results: the rapid control and to limit the spread of the diseases. Re-insure public opinion and avoid misunderstanding, non appropriate behaviour and panic situations.

Channels: press conference, national and local radio stations (radio and audio - visual) / preparation of a press conference of the ministers concerned / preparation of press releases / Web site.

Part IV: supporting measures for the implementation of the Communication Plan

- Terms of Reference of a Communication officer (Focal Point) in the Animal Health should officially be approved by the Director General of

the Centre and CVO. Those ToR should describe the role, activities and function of the Communication officer within Veterinary Services.

- Pursuit of the network configuration, including a Communication focal point in each Branch and tasks description.
- Provision of sufficient human and technical resources (qualifications & competencies, funding and equipment) for both routine and emergency Communication activities implementation.
- Request for technical assistance in Communication (training, design of messages, etc.)

