

**OIE REGIONAL SEMINAR ON COMMUNICATION  
BANGKOK, THAILAND 30 – 31 OCTOBER 2008**

CONSIDERING THAT

- The OIE international Committee voted in May 2001 Resolution n° XXI on the “role of communication management in assisting Veterinary Services”,
- This Resolution recommends on its article 7 that the OIE provide support to Members,
- This resolution refers to communication, beyond extension or education activities,
- The worldwide focus on animal health issues leads to an increased demand for accurate and scientifically-based opinion and information on animal diseases, including zoonoses,
- The regulation for the control of animal diseases and zoonoses in international trade of animals and animal products calls for accountability of national veterinary services and competent authorities, towards the general public and other stakeholders,
- The transparency and quality of communication and information management, in particular in crisis situations are issues of national, sub-regional, regional and global strategic significance,
- Efforts have been carried out by other international organisations in supporting Members with regional communication strategies on animal health issues,
- The development of information and communication strategies contribute to improving the functioning and the acceptance of the scientific, technical and operational output of Veterinary Services,
- Members and the OIE must have access to adequate human, technical and financial resources in order to manage information and communication at the national and international level and methodological training in this field is indispensable,

PARTICIPANTS OF THE SEMINAR

RECOMMEND THAT

1. An improved global, regional sub-regional and national veterinary governance must encompass communication strategies and resources directed to the general public and other stakeholders;
2. The importance of the process of communication must be one of the priorities of Veterinary Services, particularly for disseminating information on any issue under the competence of Veterinary Services;

3. The OIE continue to provide technical support to all Members particularly developing countries to strengthen the communication capacities in the Veterinary Services in order to continuously respond to national and international demands and to help Members to comply with OIE standards guidelines and recommendations;
4. Members should assess their needs and their human, technical and financial potential available to develop information and communication strategies within Veterinary Services to respond to both crisis situations and routine/long term requirements;
5. Communication teams, including professional communicators, should be fully integrated as a component of the VS and under the direct authority of the Chief Veterinary Officer (CVO);
6. Chief Veterinary Officers should request Government authorities to provide adequate organisational and budgetary support for the communication objectives of Veterinary Services, including communication training;
7. National Veterinary Services communication teams liaise closely and on a regular basis with OIE and other relevant international organisations, on specific events requiring coordination in information, dissemination and/or communication management;
8. Members identify and communicate to the OIE Headquarters the communication focal point within the communication team of their national Veterinary Services, the team and the focal point being nominated by and under the general direction of the Chief Veterinary Officer;
9. The OIE provide Members when appropriate with the design of communication and information strategies within its field of competence and in collaboration with relevant organisations when appropriate;
10. Members augment their capacity to make transparent and science based information available to the media and the general public, thereby strengthening Veterinary Services public image as an accountable and authoritative source of information on any relevant event relating to animal health and public health;
11. Regional and sub-regional communication strategies should be developed in collaboration with OIE Headquarters;
12. The OIE be considered by Members as the lead organisation for development of international strategies on the communication of standards, guidelines and recommendations on animal health and welfare.