

REPORT



Regional Workshop Towards a Strategic Approach to Communication against HPEDs including HPAI in the SAARC region

2-3 August 2012, Kathmandu, Nepal



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Acronyms and abbreviations

ASEAN	Association for South East Asian Nations
ACGL	Communication Group for Livestock
BCC	Behaviour Change Communication
DLS	Department of Livestock Services (Nepal)
ECTAD	Emergency Centre for Transboundary Animal Diseases
EIDs	Emerging Infectious Diseases
FETP-V	Field Epidemiology Training Programme for Veterinarians
FMD	Foot and Mouth Disease
GF-TADs	Global Framework for the progressive control of Transboundary Animal Diseases
GREP	Global Rinderpest Eradication Programme
HPAI	Highly Pathogenic Avian Influenza
HPED	Highly Pathogenic and Emerging Disease
IEC	Information, Education and Communication
KAP	Knowledge-Attitude-Practice
MDGs	Millennium Development Goals
OH	One Health
OIE	World Organization for Animal Health
PCP	Progressive Control Pathway
PPR	Peste des Petits Ruminants
RAP	FAO Regional Office for Asia and the Pacific
RRT	Rapid Response Team (Nepal)
RSU	Regional Support Unit
RLTC	Regional Livestock Training Center (Nepal)
SAARC	South Asian Association for Regional Cooperation
SIC	SAARC Information Centre
SCWG	SAARC Communication Working Group
WHO	World Health Organization

Executive Summary

The regional communication workshop was organized in Kathmandu in 2-3 August 2012 in which seventeen officials participated who were nominated by member states. In the two-day workshop, all the participants jointly recommended action points on communication and advocacy measures to be taken for the region to combat threats arising from HPEDs including HPAI. The workshop was titled as "Towards a Strategic Approach to Communication against HPEDs including HPAI in the South Asian Association for Regional Cooperation (SAARC) region" which was first such platform to bring together practitioners to think and deliberate on regional communication and advocacy on HPEDs, including HPAI in the region. Also, the regional workshop was a step towards filling some of the important gaps in HPED communication and advocacy strategy and implementation in the SAARC region by bringing together officials from animal health, human health, wildlife and communication professionals together. The workshop consisted of gallery walk, interactive group work and presentations on the overarching issues of communication and advocacy on HPED issues. The participants also shared their experience and held group discussions to develop a SAARC Communication Working Group (SCWG) dedicated to handle HPEDs in the region and drafted operational modalities and structure. The outcome of the deliberation led to a set of recommendations summarized below:

1. Each government should identify (a) one senior-level Focal Person and (b) one Functional Member with professional experience in communication to plan and facilitate communication and advocacy activities in the animal health sector of each country.
2. The SAARC Regional Support Unit should take the initiative to form a SAARC Communication Working Group.
3. The SAARC Communication Working Group should review the terms of reference proposed by this workshop.
4. The SAARC Communication Working Group should review the current status of strategic communication and advocacy in all SAARC member states.
5. The SAARC Communication Working Group should develop a one-year activity plan based on the agreed terms of reference.

During all the presentations and group works, participants were engaged in open discussion that resulted in formation of SCWG. This workshop gave the impetus it needed to reach a higher level in mobilizing all feasible inter-sectoral partners and allies to identify needs and raise awareness of and demand for an agreed regional HPED communication strategy framework for the region. It would reduce losses due to emerging and re-emerging infectious animal and zoonotic diseases at the animal-human-ecosystem interface, which impact negatively on people's well-being, safety and livelihoods.

Background

The present project is an EU funded FAO Regional cooperation programme (2009-2013) on HPED in South Asia (SAARC Component) for strengthening and empowerment of SAARC member states in their ability to prevent, control and eradicate HPEDs including HPAI and SAARC agreed priority TADs (FMD, PPR and HPAI etc), through improved veterinary and public health services and inter-sectoral collaboration on a regional basis. The regional programme aims at improving food security, preserving human health and nutrition, and reducing trade disruption in Southeast and South Asia, thus alleviating poverty through the prevention and control of HPEDs. It can therefore significantly contribute to achieve the millennium development goals.

All diseases with a high potential for crisis are targeted, with particular focus on HPAI. The programme takes an inter-sectoral, integrated One Health approach to disease prevention and control, thus broadening the scope of the EU response to the HPAI crisis.

In this backdrop, a regional communication workshop was organized, involving officials of the concerned ministries and departments of SAARC member countries towards a strategic approach to communication against HPEDs, including HPAI in the SAARC region. In the context of disease outbreaks in recent months among animals in the region had been reported in almost every country except Maldives. While some of the diseases are endemic to some areas, others are transboundary in nature, thus regional workshop assumed importance.

Ever since the establishment of RSU under the aegis of SAARC, the importance and concern for communication in animal health has been raised in many workshops and conferences.

The first such meeting was the Inception Workshop of Regional Cooperation Programme on HPED in South Asia conducted in Colombo, Sri Lanka from 30 September to 1 October 2010. It stressed on two major recommendations, among others, to :

- (a) Identify and establish mechanism for regular interaction and information sharing between animal and human health agencies.
- (b) Develop communications strategies at all levels to support efficient disease control programme.

Similarly, High-level regional consultation on the control of priority Transboundary Animal and other Emerging Infectious Diseases in South Asia was held in Bangkok between 13-14 January 2011. The recommendation emerged was that “countries build strategic alliances with the media to enhance communication in support of the sub-regional and national programme and promote awareness among the general public about the risk of livestock and poultry movement, including customary or traditional exchange of animals, in the spread of HPEDs.”

“Consultative Workshop on Regional Epidemiology and Laboratory Networking in the SAARC

Region” organized from 27 to 29 July 2011, in Kathmandu, involving the epidemiology and laboratory experts of animal health, wildlife and communication sectors from SAARC member countries, and also participants from WHO and OIE. Two important recommendations related to communication are :

1. HPAI communication models may be adopted for developing national and regional communication strategies for HPEDs and other priority TADs; and
2. The member states establish monitoring and evaluation mechanisms for communication in HPEDs and TADs control.

Similar recommendations were echoed in regional PCP workshops for FMD and PPR were held earlier. The participants stressed in the recommendation, on awareness generation and communication. The workshop recommends that to promote awareness and advocacy:

1. Technical departments should engage in creating public awareness with the general public as well as advocacy with policy makers, and
2. In a next PCP-FMD Roadmap meeting, both advocacy and awareness issues may be addressed in more detail

Similar recommendations were received during regional Progressive Control Pathways workshops on FMD and peste des petits ruminants (PPR). While drafting a strategic road map for regional (PPR) control in the South Asian countries between 2011 and 2020, there was specific recommendation that, “All stakeholders may consider public awareness and education on disease surveillance as a priority tool in order to enhance the reporting mechanism for early detection of the diseases.” by following a progressive approach for PPR through regional and bilateral consultations.

“Highly Pathogenic Emerging Diseases Surveillance in SAARC Region”, 5 - 7 March 2012 held in Jaipur, India, where participants from Member States also raised the importance of communication and advocacy in the region and recommended, “All stakeholders considered public awareness and education on disease surveillance to be a priority to enhance the reporting mechanism for early detection of the diseases. This should be enhanced by exchange of information and experience as well as collaboration between medical, veterinary, educational, research, environmental, local government and the private sector including NGOs.”

Taking into consideration on the recommendation of workshops and meetings at the SAARC level , the RSU organized this important regional communication workshop in Kathmandu at the earliest. The workshop is first such platform to bring together practitioners to think on regional communication and advocacy on HPEDs including HPAI in the region. The expected outcome of a transboundary project on HPEDs on communication and advocacy has opened up challenges and opportunities on how to tackle transboundary animal disease in the region.

Country Assessment Templates (ANNEX- III) were sent to member states well in advance so that participants would be coming prepared with required information on prevailing situation in member states on responsibilities, staffing, budget, prevention, preparedness, monitoring, collaboration, implementation, experience gained and challenged faced.

Asia Pacific regional level workshop, which includes nations from Association for South East Asian Nations (ASEAN) and SAARC region identified a regional need for a harmonized strategic approach to communication and came up with A regional communication strategy framework against infectious diseases in Asia and the Pacific 2011 - 2016.

There is currently a global convergence around the need for greater intersectoral and multidisciplinary collaboration in addressing threats and reducing the risks of EIDs at the human-animal-ecosystem interface. In line with this, FAO, OIE and WHO have developed a tripartite concept note entitled FAO-OIE-WHO collaboration - sharing responsibilities and coordinating global activities to address health risks at the human-animal-ecosystem interface. This note sets a strategic direction for FAO-OIE-WHO to take together and proposes a long-term basis for international collaboration aimed at coordinating global activities to address health risks at the human-animal-ecosystem interface. (Seeing around Corner, 2011, FAO-RAP)

To take forward the mandate of sub-regional SAARC component of HPED project and the recommendations from consultations/workshops held at national, regional and global levels, the regional workshop on communication was held with the following objectives:

Objectives

1. To reach agreement on a shared approach to communication and advocacy based on current understanding of HPEDs/EIDs, lessons learned from HPAI control and available resources and needs in the region;
2. To identify needs and resources in communication and advocacy in the region;
3. To share regional communication strategy framework, seeing around corners, as a basis for developing a SAARC communication strategy.

Proposed outputs

- (a) Agreement on developing a regional SAARC communication strategy and advocacy plan.
- (b) Development of outline plan for strengthening communication, advocacy and capacity building in the SAARC region.
- (c) Identification of focal persons and core group for communication and advocacy within SAARC countries.

Day 1

Inaugural Session

During the inaugural session, Mr N P Chaudhary, Secretary, Ministry of Agriculture Development , Nepal, Dr Lin Aung, FAOR, a.i. and WHO Representative to Nepal, Dr N B Rajwar, Director General, Department of Livestock Services, Nepal, Mr. Christian Touwaide, EU Delegation to Nepal, and Dr Mohinder Oberoi, Sub-regional Manager ECTAD and Coordinator, RSU stressed on the need for a Strategic Approach to Communication against Highly Pathogenic and Emerging Diseases (HPEDs) including HPAI in the SAARC region.

Speech of Guests

In his inaugural speech, Dr Lin Aung, FAOR a.i. and WHO Representative to Nepal while referring to increased threat to human, animal and environmental health through existing and emerging pathogens, clarified how the situation was triggered by multiple, often inter-related factors driven by global development trends (population growth, urbanization, increasing demand for animal products, intensifying farming systems, land use change, increased human mobility, trade liberalization etc.). He emphasized that in developing countries, high impact transboundary animal disease pose a direct threat to the food security, nutrition and income of rural communities that are dependent on the livestock. This added that difficulties of achieving the Millennium Development Goals (MGDs), including reduction of hunger, poverty, child mortality and ensuring environmental sustainability. In this backdrop, he opined that countries have developed communication strategies in view of the Pandemic preparedness: some part of which must have been tested and gaps to them must have been realized, particularly during pandemic influenza in 2009 - 2010. He also affirmed that it is important to develop a shared approach/strategy for communication in the countries of SAARC region, where similar social and family practice/norms are being shared.

Mr Christian on his opening remark pointed out that, "Presently, under the aegis of the SAARC and of the ASEAN and in close synergy with their respective Secretariats especially that of the SAARC based here in Kathmandu, the OIE, the FAO and the WHO are implementing the three individual projects of the One Health programme with an EU contribution of 19 million EURO to reinforce the institutional capacities of the SAARC and ASEAN to control epidemics and to improve preparedness against pandemic in 15 beneficiary countries of the region, plus China, North Korea and Mongolia. He said he would appreciate the will of these five partners in assuming their respective roles responsibilities and in sharing a tight coordination to get the highest benefits of the resources made available. He said, "With the EU Regional Highly Pathogenic Emerging and Re-emerging Diseases Programme – easier remembered as the One Health programme- for Asia which has been launched in December 2009, the EU has shown its concern for the need for a broader response at regional level; it expanded the scope of its initiative across borders and merged human and animal health to materialize its strategic priority for its regional cooperation with Asia until 2013; this contributed significantly to achieving the 6th Millennium Development Goal (MDG)".

Mr N P Chaudhary, Secretary, Ministry of Agriculture Development, Government of Nepal stressed on the need of cross sectoral collaboration while dealing with communication. Addressing HPED issues, he said, it requires coordinated regional and national advocacy, communication and public awareness strategies at the animal-human-environment interface, and capacity development interventions that are based on strategic communication frameworks and approaches, informed by the latest scientific evidence and best practices. He said, “Effective strategic communication is an essential component of disease detection, identification, preparedness, prevention and control, contributing to enhanced surveillance, timely reporting, rapid response and compliance with control activities. By increasing disease awareness and knowledge among high-risk groups and general populations, and increasing the motivation to undertake risk reduction measures, communication can help to minimize the risks from disease incursion and spread. Thus, communication contributes to improving animal and public health, and food safety and security.”

Dr N B Rajwar, Director General, Department of Livestock Services, Ministry of Agriculture Development, Government of Nepal reaffirmed that all the countries in the region must have a common understanding of strategic approach to communicate for control and containment of majority animal diseases, especially Highly Pathogenic and Emerging Disease (HPEDs) and TADs . He said, the workshop aims at bringing together all the countries at common platform for formulating and assessing strategic plan of communication. The workshop would also provide ample opportunity to review and revisit the strategic plan of communication. The advocacy initiatives aimed at government officials and policy makers will be also discussed during the workshop. These advocacy initiatives are vital activities for the prevention, control and containment of HPEDs including HPAI in the region. Effective communication, he said, therefore is a process for sharing information and building response between all stakeholders in the region.

A total of seventeen officials nominated by members countries participated and in the two-day workshop recommended action points for the region to combat threat arising from HPEDS. Among others, members from FAO - Bangladesh, India and Asia - Pacific Office and country ECTAD office, Nepal participated.

Dr Mohinder Oberoi, Sub-regional manager, RSU - Kathmandu gave a brief overview of the RSU and its regional mechanism to prevent and control HPEDs in South Asia. He also greeted all the participants, their departments and ministries of respective countries for nominating and making the workshop happen in a short notice.

Mr Prakash Nayak, Communication Expert, RSU gave a short introduction to the workshop and an overview of different sessions and activities.

Presentation

Dr Mohinder Oberoi, Sub-regional Manager, Coordinator, RSU delivered a session on “Identifying challenges and opportunities in forming a SAARC regional communication and advocacy group”. In

his presentation, Dr Oberoi, broadly shared the outcome of informal discussions with cross-section of the people from three countries of South Asia (Bangladesh, India and Nepal) within the framework of the project “Strengthening cross border activities among Bangladesh, India and Nepal to control possible cross-border spread of HPEDs.

He identified some of the challenges faced in the region:

There is limited capacity in the countries in terms of human resources especially related with advocacy/communication interventions;

- Feedback from the field levels stakeholders/participants of advocacy/communication sensitization workshops indicated that communication interventions have failed to motivate the stakeholders to change their behaviour; and
- It broadly emerged that communication interventions did not reach to the rural masses, backyard/small poultry owners and others, while they were the most vulnerable stakeholders.
- There is a gallery walk on the country status in implementing communication activities followed by presentation by participants. Here, all the participants were divided into 4-5 groups and invited to view the presentations in the gallery. Each group will be invited to note up to three points from the gallery that they consider to be significant insights, and explain why.

The workshop was planned to have less presentations and more participatory sessions. To begin with, once the inaugural session and introduction of the programme was over, there was a gallery walk, group presentation, case studies and participatory sessions lined up for the two days.

Country Assessment: Gallery Walk

Member States of SAARC region and international organizations have been continuously working towards to ensure that every necessary measure are taken, including surveillance, provision of timely epidemiological, laboratory and field information and conducting public awareness to prevent and control HPEDs including HPAI. Still there are gaps and constraints in handling zoonotic diseases regionally in a coordinated manner. So the idea of having a gallery walk was visualized to see where exactly individual member state stands and where they need to strengthen further. It would also suggest a road map ahead.

Accordingly, country assessment templates were developed to capture all the information and were sent to respective ministries and departments well in advance. All the countries, except India, sent back country status in communication under the animal health ministry/departments. Issues like Disease situation, responsibility, staffing, implementation, prevention, preparedness, response, monitoring, collaboration, budget, success stories, lesson learned and challenges faced. Since participants were from respective governments, issues like five challenges faced in implementing communication (administrative, political, operational, strategic, monitoring etc) were brought forward. The overall objective of the assessment was to generate baseline information on the current status of communication in the SAARC region which will facilitate strengthening of communication and advocacy in the region.

These assessment tools were developed to understand and appreciate underlying causes, reasons and the present status of communication and advocacy to prevent, communicate and respond to highly pathogenic emerging diseases (HPEDs) developed by RSU with help of RAP.

Most of the Member States sent back the filled-in templates of country assessment sheets well in advance. Pakistan shared the assessment sheet on the venue while India couldn't make it to sharing.

The responses obtained from the Member states are summarized below:

Status of Disease Situation in the Region: Diseases like FMD, Brucella melitenis, Rabies and New Castle diseases are prominent in Afghanistan while Maldives is free from all the selected HPEDs. Other Member states have HPAI, PPR and FMD as priority diseases.

Responsibility: Under the respective departments of Member States, through this tool effort were made to understand which individual/department/ministry holds the responsibility for communication against animal diseases. In Afghanistan, the Epidemiology Department under Veterinary Directorate has the sole responsibility of communication activities. While in Bhutan Towchu Rabgay, Coordinator for Department of Livestock is the designated official under Department of Livestock. Information and Communication Services department coordinates with the department of livestock in Bhutan.

Communication Staffing: Participating Member States urged inadequate staff to plan, execute and monitor communication interventions. In Afghanistan, there are less than five staffs at the regional level while there are more than ten staff at the national level. Bangladesh indicated that only around ten staffs are dedicated to communication at the national level.

Communication Budget: Dedicated budget are major concern for Member States in handling communication activities in a large scale. Almost all the states expressed concern over the communication budget allocated and the expenditure. Through this tool, it was more clear and convincing that available budget for communication against HPAI, other diseases and against HPEDs ascertained in individual countries are not sufficient.

Communication: As has been learned from other public health communication activities, the position of communication under animal health ministry/department has been recognized very recently. With the bird flu outbreak after 2006, field veterinarians and decision makers involved in prevention, preparedness, response, and monitoring activities came to public domain and become a peer of communication and awareness generation activities. But to understand the position of participating Member States, detailed inquire need on specific heads.

- (a) **Prevention:** What are the current communication activities undertaken as part of HPAI prevention? Other diseases? And HPEDs?
- (b) **Preparedness:** What are the current communication activities undertaken as part of HPAI prevention? Other diseases? And HPEDs?

- (c) **Response:** What are the communication activities undertaken as part of HPAI response, other diseases and HPEDs?
- (d) **Monitoring:** In Afghanistan, disease reporting system through VFUs network and Sanitary Mandate Contract are done during HPAI outbreaks while for other diseases and HPEDs there is a monitoring system in place

Comparison of member states on their Communication on Prevention, Preparedness, Response and Monitoring to HPAI, other diseases and HPEDs are given at ANNEX-VIII.

Monitoring: In Bhutan, for HPAI, there is a task force for monitoring and evaluation of activities set up. Monthly monitoring and evaluation of activities are in place at ministerial level (at national level). Monthly reporting of activities and evaluation at department level by the national incidence command committee. Weekly reporting, monitoring and evaluation by regional incidence command centre. Regular field visits by the veterinary vigilance team and submission of weekly reports. For other HPEDs, the country has monthly monitoring and evaluation of activities at department level.

Even though, disease outbreaks are not yet reported in Maldives, still the country has monitoring mechanism on disease surveillance and monitoring, but there is no such monitoring mechanism to have a tab on communication activities. In Nepal, Bird flu monitoring cell is established at Directorate of Animal Health that is responsible to monitor all the activities related to bird flu. Under it, National Avian and Pandemic Influenza Communication Working Group has already been established in AICP framework that principally design, implement and monitor communication activities. Directorate of Livestock Service Training and Extension and five Regional Livestock Training Centres are responsible to monitor the HPAI communication at department level. For other diseases, Nepal has the mechanism of monitoring at district level. The District Livestock Service Office (DLSO) is the first tier organization for monitoring communication activities and to support it Regional Directorate of Livestock Services (RLDS) and Regional Livestock Training Center (RLTC) jointly monitor the communication activities at field level to some extent. At central level Directorate of Animal Health (DAH) and Directorate of Livestock Service Training and Extension (DLSTE) are supposed to monitor the communication activities

Collaboration: In Afghanistan, Ministry of Public Health, Provinces Authority NGOs and Media are collaborated during HPED disease emerging and re-emerging situations, including HPAI. Bangladesh has the unique experience of collaborating with institutions and agencies. For HPAI, the list includes UN organizations like FAO, UNICEF, WHO, OIE, the World Bank, Asian Development Bank and other prominent funding agencies like USAID and JICA. Other than this, from government side, Ministries of health and FW, Home affairs, Environment and forest, Local govt. ministry, Police Department coordinate during HPAI outbreaks. Other departments/Institutions includes: DOH, IEDCR, Agriculture and veterinary Universities, City Corporations, Municipalities, NGOs etc.

In Bhutan, for HPAI, collaboration among Department of Public Health, Ministry of Health,

Information and Communication Services, Ministry of Agriculture and Forests and Bhutan Agriculture and Food Regulatory Authority, Ministry of Agriculture and Forests are done.

Implementation: Implementation of HPED communication related activities in national and provincial governments posed various challenges to the decision makers, field and support staffs. Member states shared their experience and concern on implementation of communication activities.

Success Stories: Bangladesh showcases SMS gateway system and describes how during the routine surveillance of AI worker, if there is any suspicious death or sick bird, he/she sends a coded SMS to server. This message would transmit automatically reached to concerned persons. Earlier, it took 4-8 days but now it takes only 1.5 days. In Sri Lanka, during 2012 LPAI outbreak, frequent use of mass media was evidenced by the Director General as a result people did not panic and selling and consumption were not affected.

Lessons learned: In Afghanistan, keeping in mind the ongoing security situation, showcases that Mobile phone is the best facility, Internet is good system for communication and Coordination, Meeting solve the problems.

Challenges Faced: In Afghanistan, prominent challenges faced during HPED outbreaks situations are Security in some area, Lack of strategic plan for response and control on region level and Lack of communication and Coordination among SARRC member country.

In Sri Lanka, timely communication from the department to the relevant ministry, non availability of internet and E-mail facilities at divisional level and lack of communication among officials in the department. To overcome these, E-mail communication was strengthened, specific officer was the focal point, Internet dongles were supplied and supply of special communication package for key persons involved in communication.

Bangladesh, while sharing challenges faced, pointed out that lack of help from administration resulting in delay in decision making, and sometimes reluctant for funding. It also leads to lack of multispectral coordination. Similarly at decision making levels, political persons never like to go with a new idea and they preferred to solve the problem in a traditional way. It is very difficult to convince the politician by the technical persons regarding a new concept like closure of the live birds market (LBM), stamping out of the infected poultry farms, movement control of poultry etc. On operational front, all kind of logistic support was not ready or not sufficient. All the members of the culling committee were not present or not helping in the culling process in the night time.

Group work 1- Status of disease situation in the region

There were four groups in all, randomly selected from the participants in order to ensure it has

regional as well as specialization- animal- human-wildlife and communication participation in each group. Each of the group were advised to go through country assessment sheets and answer three likes and three dislikes they come across.

Presentation on Gallery Walk			
Group	Likes	Dislikes	Remark
Group-1	Success story – SMS gateway system and disease reporting has increased to 87% in 2011 (Bangladesh) Lessons learned – Communication activities to be started early after the first test shows positive result from the regional laboratory (Nepal), Communication staff - > 10 at state and >10 at national level (Sri Lanka)	NA	Participants didn't remark on dislikes
Group-2	Communication working group is very strong because it consists of members of DLS,DOH and Ministry of Information and communication(Nepal) SMS gateway for disease alert is strong (Bangladesh) Staffing for communication is strong State/province level:2-5, National level: >10 (Afghanistan) Have an emergency plan for exotic diseases (Sri Lanka)	NA	Participants didn't remark on dislikes
Group-3	Mobile phone + SMS gateway is good system. Political Challenge due to inadequate evidence to convince, little realization about HPEDs unless involve Human. No advocacy group in animal health sector and there is reactionary approach than proactive approach.	No dedicated staff and no communication Department/ Wing Staff 2-5 at province level and Nil village level Budget = < 10,000 \$ except Nepal (unknown Source) No third party involvement except in Bangladesh, stake holders are not involved in all levels. Lack of strategic planning and implementation of communication activities. Participants clearly discussed dislikes.	

Presentation on Gallery Walk			
Group	Likes	Dislikes	Remark
Group-4	Communication Preparedness; Recommended legislation for establishing farming zones, livestock markets, declaration of outbreaks, accessibility of officials for disease monitoring. (Maldives) Communication and Prevention of HPAI; Door to door country wide advocacy campaign (Bhutan) Dedicated staff for communication; Huge number of staff is engaged in communication (Bangladesh)	NA	Participants didn't remark on dislikes

It was really noteworthy that participant's did not open up and came up with the list of dislikes they came across except participants from group-3. It indicates that the participants were working in top-down system and do not want to identify shortcomings and loopholes in the system.

Seeing around corners: Introducing a strategic Communication framework against HPEDs.- Mr CY Gopinath, FAO-RAP

Referring to the findings on health, with particular reference to HPAI outbreaks, Mr Gopinath said, "Knowledge and awareness has gone up, but behaviour and farming practices have not changed". Also he pointed out, "Poor understanding of how the community sees its own problem". Mr CY Gopinath, the Regional Communication Coordinator for the Asia Pacific took two sessions back-to-back to elaborate on the difference between communication and advocacy followed by presentation on One Health: Seeing around corners.

It is worth highlighting that, in August 2011, a regional communication strategy framework against infectious diseases in Asia and the Pacific 2011-2016 were adopted with series of consultations involving ASEAN and SAARC member states.

One Health: Seeing around Corner is primarily a response to a perceived regional need for a broad guiding framework on communication which could serve communication professionals, as well as those from other disciplines who deploy communication budgets, and plan and implement national and local communication strategies to combat emerging infectious diseases (EIDs) – including H5N1 highly pathogenic avian influenza (HPAI) H5N1. It proposes strategic guidelines for communication which are harmonized with the One Health approach.

The data and research on which this document is based include two consultations and a literature review. The first consultation was held at the office of the Food and Agriculture Organization of the United Nations (FAO) in Bangkok, from 23 to 25 June 2010.

Two case studies on communication in animal health domains were shared from Bangladesh and Nepal. Dr Nitish Chandra Debnath, FAO-Bangladesh and a pioneer in One Health in the region, shared One Health Advocacy experience in Bangladesh while Dr Pradip Chandra Bhattarai of DLS, Nepal discussed on the time tested simulation exercises usually carried out during Avian Influenza Programme operational in Nepal.

One Health Movement in Bangladesh

Its Progression, Activities and Way Forward: Dr. Nitish Chandra Debnath, FAO- Bangladesh.

Dr Debnath threw light on One Health advocacy, involving all stakeholders started Bangladesh in early this year. He was referring to the informal discussion in Bangladesh on One Health approach began at Chittagong Veterinary and Animal Sciences University (CVASU) at the emergence of HPAI, in 2007 and later moved forward with relevant partners. Later, international research institutions like IEDCR and ICDDR, B both located in Bangladesh showed keen interest as human health partners. Similarly, from civil society and academic institutions, support was gained. Professionals working in livestock, agriculture and forestry sector also were involved

Bangladesh, being a highest densely populated country in the south Asian region, he said had many more problems to face in health sector. The problems, he explained are : Hot spots for EIDs and Re-emerging diseases; Vulnerable food security and safety; Most fragile ecosystems etc.. People are exceptionally close to animal and 50% of the tube wells exceed WHO standard for arsenic causing health hazards. And that necessitated the urgency to forge together under the board umbrella of One Health.

As a result, he said, a multidisciplinary team was formed to visit outbreak sites. Joint Reporting and Consultation mechanism was formed and findings from laboratories were shared among the members. Accordingly, joint response to national EID outbreaks and as a result a new professional culture is emerged in the country. Now, the national entity is having active linkages with Regional and international One Health platforms.

Simulation Exercise during Avian Influenza programme

Dr Pradip Chandra Bhattarai, DLS, Kathmandu.

Dr. Bhattarai, is a senior Veterinary Officer of Department of Livestock Services, Government of Nepal shared experience on simulation exercises carried out in Nepal in the backdrop of HPAI outbreaks. In last few years, he was involved in USAID-funded Avian Influenza Programme of the country and was instrumental in handling disease outbreak situations through simulation exercises. It is an ongoing project on “Strengthening emergency preparedness” on avian influenza and one of the operational components was, “Outbreak simulation exercises”.

Nepal has experienced HPAI outbreak in 2009 and ever since the Department of Livestock Services (DLS) has been active in prevention and control measures of the HPAI in poultry sector in the country. Among other activities, district level simulation exercises are more prominent communication activities at district levels.

He described all the five components of simulation exercise and the tools required.

- (a) First day: Disease investigation, communication preparation at district level
- (b) Second day: DAITCC meeting, press brief, orientation to the participants' groups, communication
- (c) Third day: Field work (all the activities as in real outbreak)
- (d) Fourth day: Repetition of 3rd day work with correction
- (e) Fifth day : Presentation, discussion and wrap up

He described each and every steps followed to bring together poultry farmers, community members, opinion leaders, line-departments, police forces, political leaders, media persons even consumers in the simulation exercise in the backdrop of a animated HPAI outbreak. During the first stage, while doing disease investigation, communication materials were also collected and/or prepared and disseminated at check points, market areas, value chain members, control room, and Rapid Response Team (RRT) camp were identified with proper signage and visibility materials.

The second day is devoted to analyze the disease outbreak situation and surveying general perception and behavioural traits of individuals, household, community as a whole. Once the preliminary data is collected, participants sit together and define the communication objectives and the possible target audience and how to reach out to them. Effective social networks and social and culturally appropriate channels are explored.

On the fourth day, different media channels (Word of mouth, FM radio, public address system, visibility at checkpoints etc.) are engaged extensively. Simultaneously, the team is engaged in meeting, discussions with local stakeholders and media persons. In the concluding day, the head of the district, comes and makes public announcement through FM, local papers and public address system of mock HPAI outbreaks.

Participants were exposed to different steps of "Outbreak simulation exercises" and the social mobilisation effort targeted at district level. He drew his conclusion that outbreak simulation exercise would equip stakeholders to face real-time outbreak situation in better manner.

Group Activity 1

A draft TOR for SAARC Communication Working Group was prepared with active participation and inputs from earlier workshops and this one which was discussed and reviewed followed by lunch break.

In Post-lunch session, the country teams returned back to their respective country groups and participants develop next steps at national level, and propose required regional level actions.

Day 2

The first session was moderated by Mr. CY Gopinath on “How prepared are we to move from HPAI to HPED communication?” followed by presentation by groups and discussion. The second day had two group activities.

Out of three groups, one group was assigned on the existing communication mechanisms and recommended ways and means to handle HPEDs in the region. Rest two groups were working on “Monitoring Mechanism to oversee communication activities” and “Capacity of professional in tune with One Health”, respectively. All the three groups shared specific recommendations. However, all the groups that communication mechanism exists in all member countries and that the communication mechanism is best for HPAI in recent years. However, for other HPEDs, the existing mechanism of outbreak communication is inadequate in most of the countries.

<p>Existing communication activities to handle HPEDs</p> <ul style="list-style-type: none"> Existing communication activities to handle HPAI at local and national level are better than other HPEDs For all other HPEDs the communication activities at the regional level do not exist 	<p>Recommendations</p> <ul style="list-style-type: none"> The mechanism of communication for HPAI was found better as compared to other HPED The HPAI communication model may be expanded to other HPED Regional communication mechanism should be established There is a need to establish strong monitoring mechanism at the national level The capacity of communication professional in tune with One Health need to be strengthened
<p>Monitoring mechanism to oversee communication activities</p> <ul style="list-style-type: none"> In all the member countries, there is no formal, regular and direct monitoring mechanism There is no check on over reporting or misinterpretation by media which may lead to significant impact on livestock industry 	
<p>Capacity of professional in tune with One Health</p> <ul style="list-style-type: none"> The capacity of professional staff in tune with One Health is inadequate Being a multidisciplinary phenomenon, there are several operational difficulties There is a weak or insufficient communication mechanism between various ministries/ department (except may be in Bhutan) 	

A draft TOR for SAARC Communication Working Group was prepared with active participation and inputs from earlier workshops and this one which was discussed and reviewed followed by lunch break.

Post-lunch session, the country teams returning back to their respective country groups and participants develop next steps at national level, and propose required regional level actions.

Group Activity 2

Challenges in forming a SAARC Communication Working Group: Administrative structures, Capacity and Resources; Strategy: Group work- Moderated by Dr. Nitish Chandra Debnath.

Challenges in forming a SAARC Communication Working Group: Three overarching challenges directly or indirectly affecting smooth operation of HPED related communication activities were identified. Dr Nitish Chandra Debnath, FAO-Bangladesh moderated the session by dividing the participants into three groups. The groups were formed randomly and the following lead topics were shared:

- (a) Administrative Structure
- (b) Capacity and Resources, and
- (c) Communication Strategy

	Major Challenges	Strategies Recommended	Participants
Group-1 (Administrative Structure)	Setting up a Communication wing/unit/department: <ul style="list-style-type: none"> • Administrative body (Organogram) • Human resource (Duties and responsibility) • Infrastructure development • Policies and guidelines 	<ul style="list-style-type: none"> • Capacity Building and Infrastructure • Right person in the right place (Job) • Budget for programmes and Communication materials • Strong and regular coordination among the relevant institutions and stakeholders: Ministry/ Department of Health, Information and Communication etc • International coordination and collaboration: eg. SAARC, EU, UN agencies etc 	Dr Md. Zahirul Islam, (Bangladesh), Ms Aminath Ismail, (Maldives), Dr Md. Aminul Haque, (Bangladesh), Dr Vijitha Perera, (Sri Lanka), Dr Pradip Chandra Bhattarai, (Nepal)

	Major Challenges	Strategies Recommended	Participants
Group-2 (Capacity and Resources)	<p>Institutional:</p> <p>SAARC secretariat</p> <ul style="list-style-type: none"> • Livestock department/ministry • Public health department • Environment and forestry department • Food and agriculture department • Department of broadcasting and communication • NGOs • Community-based organizations (CBOs) • Department of disaster management <p>Technical:</p> <ul style="list-style-type: none"> • Veterinarians • Para-veterinarians, Livestock development officers • Community animal health workers • Laboratory technicians • Vaccinators • Public animal health workers • Non-Technical • Government officials of food, agriculture and livestock • Bureaucrats • Media personnel • Local government personnel • Religious leaders • Political leaders • Community workers • Producers • Law enforcing agencies • Livestock traders • Middle men • Pressure groups etc. 	<p>Advocacy</p> <p>I. Capacity development</p> <ul style="list-style-type: none"> a) Advocacy of the government and politicians to make policies b) Identification of the facilitators c) Developing module for the training <p>Human resources</p> <ul style="list-style-type: none"> • Developing curricula for each target groups • Training materials • Availability of master trainers • Strengthening technical manpower in communication and advocacy at national level <p>b) Financial resources</p> <ul style="list-style-type: none"> • Funding agencies–National and International a) Fund for master trainers - FAO b) Fund for national and international capacity development in communication – FAO c) Fund for regional and community level in communication – Respective country • Fund for training materials (A-V aids, transport, curricula development, print and electronic media) – FAO • Fund for reporting, monitoring and evaluation at SAARC regional level 	<p>Dr RPM Pathiratna (Sri Lanka)</p> <p>Dr Mamunur Rashid (Bangladesh)</p> <p>Dr Zahirul Islam, (Bangladesh)</p> <p>Dr Ravi Dissanayake (RSU, Nepal)</p> <p>Dr Jambay Dorjee (Bhutan)</p> <p>Dr Ehsan-ul Haq (Pakistan)</p> <p>Team Leader- Mr CY Gopinath, FAO, RAP</p>
Group-3 (Strategy)	<ul style="list-style-type: none"> • Administrative ownership: communication as such has not been given much importance for HPED prevention and control • Lack of co-ordination and 		

	Major Challenges	Strategies Recommended	Participants
	<p>co-operation between the concerned governmental organization (Within the countries and between the countries). Inadequate political commitment and support for HPED prevention and control</p> <ul style="list-style-type: none"> • Minimum priority of the government to animal health sector • Awareness and advocacy at farmers level is not sufficient. Outreach mechanism is very weak. • Content, capacity and research for communication have not been updated as per the requirement • Monitoring and evaluation mechanism is not well developed • Disease information and reporting system – weak 	<ul style="list-style-type: none"> • Building ownership of the government for HPED control • Sufficient co-ordination and co-operation between the concerned organizations both within the country and between the countries • Government policy to provide adequate political commitment and support • Advocacy to the government to give more priority for animal health sectors • Increased outreach programs at the farmer's level • Reviewing and updating the existing policies and program • Strong monitoring and evaluation network for effective communication against HPED • Effective disease information and reporting system 	<p>Dr B.M. Khaling, (Nepal) Dr B.R. Acharya, (Nepal) Dr B.N. Adhikari, (Nepal) Dr Monirul Islam, (Bangladesh) Dr Towchu Rabgay, Bhutan Dr Vijitha Perera, (Sri Lanka) Prakash Nayak, RSU-(Nepal) Dr Tony Williams, FAO Dr Subba Rao, RSU-(Nepal)</p>

(d) TOR for SAARC Communication: During the course of workshop, a pressing need was felt by the participants for a practical working group, its structure, its role during emerging and re-emerging disease outbreak situation in south Asia. Sometime, it is also marked that critical government ministries and departments vested with roles and responsibilities to carry forward country specific communication and advocacy strategies.

Based on the gaps and shortcomings of communication and advocacy activities being undertaken in the region, participants suggested the need a SAARC level Communication group. Hence a list of activities was listed down to have such a communication group, if formed.

It might be reminded that a similar group has been initiated for the ASEAN countries i.e. ASEAN Communication Group on Livestock (ACGL) with similar objectives which will be responsible for harmonizing communication and advocacy activities of animal health sector among ASEAN and Member States at the regional level.

Recommendations

Based on the country assessment through gallery work, interactive sessions and two group work activities, the participants representing member states agreed to have a regional communication and advocacy approach for HPEDs. Further, the participants suggested two tangible outputs.

These outputs are:

- (a) Recommendation to take forward Seeing around corners in the region; and
- (b) TOR for a SAARC level working group on communication.

Recommendations: In view of the serious challenges that communication has faced in the 7-year fight against avian influenza, and considering the current trend to shift from a single-disease focus to a broader, more holistic approach that includes highly pathogenic and emerging diseases (HPEDs) including zoonoses, an interim group consisting of government nominees from the SAARC countries met in Kathmandu on August 2-3, 2012. The group came to the conclusion that there was an immediate and urgent need for SAARC to form a communication working group (SCWG) whose capacity could be built to address upcoming communication challenges and also help harmonize and implement a strategic One Health-based approach to communication to prevent and control HPEDs in the SAARC region.

The following main recommendations were drawn and presented by Dr. Mohinder Oberoi:

1. Each government should identify (a) one senior-level Focal Person and (b) one Functional Member with professional experience in communication to plan and facilitate communication and advocacy activities in the animal health sector of each country.
2. The SAARC Regional Support Unit should take the initiative to form a SAARC Communication Working Group.
3. The SAARC Communication Working Group should review the terms of reference proposed by this workshop.
4. The SAARC Communication Working Group should review the current status of strategic communication and advocacy in all SAARC member states.
5. The SAARC Communication Working Group should develop a one-year activity plan based on the agreed terms of reference.

TOR for SAARC Communication Working Group (SCWG)

The TOR has been developed based on the following:

- Regional Communication Strategy Framework against EIDs in Asia and the Pacific 2011-2016 (August 2011)
- Recommendations from regional conferences, workshops and meetings held earlier by RSU
- Recommendations during regional PCP-FMD, PCP-PPR pathways roadmaps

- Feedback received from media workshops held earlier during cross-border project

The workshop suggested the following objectives for the SCWG:

1. To develop and implement frameworks, plans and activities to sustain a fully functioning SAARC Communication Working Group (SCWG) which can address communication and advocacy issues related to HPEDs in the SAARC region.
2. To integrate strategic communication and advocacy into the animal health strategy for communicating the risk of HPEDs and zoonoses and to promote prevention practices, preparedness and response with the active participation of stakeholders
3. To ensure support and commitment of all stakeholders in the SAARC sub-region for the communication framework and strategies developed.
4. To develop national and institutional capacity for communication among the human health, animal health, environment and wildlife sectors in line with One Health approach.

The proposed composition and structure of SCWG include the following:

- Designated Focal Person and Functional Member from all SAARC member states
- Representative from the SAARC Secretariat, Kathmandu
- Designated Focal Point from the SAARC-Regional Support Unit
- Invited resource persons from specialized international agencies, academics, and media

The proposed roles and responsibilities of the SCWG are:

1. To develop a SAARC regional communication strategy framework based on Seeing around corners, the Regional Communication Strategy Framework developed by the Food and Agriculture Organization of the United Nations Region of Asia and the Pacific
2. To support SAARC member states and other stakeholders in developing national One Health communication strategies, in line with the SAARC regional communication strategy framework;
3. To support SAARC member states in developing national One Health communication strategies, in line with the SAARC regional communication strategy framework
4. To establish a communication network for sharing information on communication activities, good practices and lesson learned on HPEDs, specially from the member states;
5. To support and facilitate research and analysis of HPED-related communication and its impact, and disseminating findings.
6. To support development of training modules on HPED-related content and support the training of master trainers;
7. To support and assist the formulation of policies, strategies, frameworks in communication to SAARC member states and related institutions and agencies;

8. To foster communication linkages with multilateral agencies and platforms like WHO, UNICEF, OIE and other development partners, as well as universities and research organizations;
9. To link with counterpart organizations in human health, environment and wildlife health sectors to harmonize activities for prevention and control of zoonoses;
10. To collaborate on HPED-related issues with relevant SAARC institutes;
11. To update the SAARC Secretariat and RSU on HPED communication activities;
12. To act as an advisory group to SAARC Secretariat and RSU on communication issues; and
13. To send recommendation to member states through SAARC secretariat.

Conclusion and Closing Session

The regional workshop on communication was first such deliberation after the RSU established involving stakeholders from animal, human and wildlife interface with focus on advocacy and communication. Both the outputs; a) Recommendation to take forward “Seeing around corners” in the region, and b) TOR for a SAARC level working group on communication are the foundation to take ahead the mandate of RSU, REC and RLDLs in strengthening the implementation of HPED Programme in the region.

Other than participants drawn from member states, the workshop was attended by Dr John Weaver, FAO, ECTAD-India, Dr Tony Williams, Team Leader, Avian Influenza Project, Nepal and Dr Nitish Debnath, FAO-Bangladesh as technical experts. Their vast experience in the region and particularly in HPEDs contributed to group discussions and group and takes the engagement more productive.

Dr Tareque Muhammad, Director, Agriculture and Rural Development, Transport and SDF of the SAARC Secretariat, Kathmandu was also present in the second and concluding day and participated actively during the workshop session. During one session, he complemented that the regional coordination mechanism visualized and implemented in the form of RSU will come up with tangible recommendation on communication and advocacy to control and prevent HPEDs and TADs in the region.

Dr Mohinder Oberoi read out the recommendation prepared out of the 2-day deliberation. He thanked all the participants, their respective ministries/departments, the SAARC Secretariat, EU, WHO, FAO and the host country, Nepal to generously supporting the event. Special mention was made to Mr CY Gopinath, Regional Communication Coordinator who was the facilitator on communication and advocacy issues in the Asia-Pacific region with special reference to ASEAN and SAARC regions.

In this process, with the collective experience and expertise of the esteemed group, it is expected that the workshop would be able to discuss effective communication and advocacy mechanisms and ways towards a Strategic Approach to Communication against HPEDs including HPAI in the SAARC region, and that the workshop will create productive conclusions for future activities.

Agenda

Regional Workshop towards a Strategic Approach to Communication against HPEDs including HPAI in the SAARC region

DAY 1: 2 August 2012 (Thursday)

Time	Theme	Facilitator
17:30-18:30	Inaugural session	
09:00-09:20	Inaugural Session	FAOR, a.i. (Dr Lin Aung) Director General, Department of Livestock Services, Nepal (Dr N B Rajwar) Mr Christian Touwaide, EU Delegation to Nepal Mr NP Chaudhury, Secretary, Ministry of Agriculture, Development , Nepal
09:20-09:30	Introduction to the RSU	Dr Mohinder Oberoi, Sub-Regional Manager, ECTAD-RSU, Nepal
09:30-09:40	Introduction to workshop	Mr Prakash Nayak Communication Expert, ECTAD-RSU, Nepal
09:40-10:10	Photo Session and Coffee Break	
10:10-10:30	Identifying challenges and opportunities in forming a SAARC regional communication and advocacy group	Dr Mohinder Oberoi
10:30-11:15	Country status in implementing communication activities: Gallery Walk	Moderator: Mr Prakash Nayak
11:15–12:45	Presentations based on gallery walk	
12:45–13:30	1. Bangladesh: One health Advocacy 2. Nepal: Simulation Exercise during Avian Influenza Programme	Dr Nitish Debnath, FAO Bangladesh Dr Pradip Chandra Bhattarai, DLS Nepal
13:30-14:30	Lunch Break	
14:30–15:30	Introducing advocacy and communication	Mr CY Gopinath, FAO-RAP

DAY 1: 2 August 2012 (Thursday)

Time	Theme	Facilitator
16:15–16.45	Challenges in forming a SAARC Communication Working Group: Administrative structures, Capacity and Resources; Strategy: Group work	Moderated by Dr Nitish Debnath
16:15- 17:20	Group Work	Moderated by Dr Nitish Debnath

DAY 1: 2 August 2012 (Thursday)

09:00–11:30	Presentations of group work session, followed by discussion	Moderated by: Mr C Y Gopinath
10:00–10:30	Tea/Coffee Break	
11:30–13:00	Presentation of Group Work	Moderated by Dr Nitish Debnath
13:00–14:00	Lunch Break	
14:00–14:45	Next steps: Group work	Moderated by: Mr Prakash Nayak
14:45–15:30	Presentations of country-wise next steps and discussion	Moderated by: Mr Prakash Nayak
15:30–16:00	Recommendations Dr Mohinder Oberoi	
16:00–16:15	Conclusion Dr Mohinder Oberoi	

Country Assessment Templates

<h3>Communication Assessment</h3> <hr/> <ul style="list-style-type: none"> • [Name of country here] 	<h3>Disease situation</h3> <table border="1"> <thead> <tr> <th>Prevailing animal diseases</th> <th>Priority diseases</th> <th>Emerging animal diseases</th> </tr> </thead> <tbody> <tr><td></td><td></td><td></td></tr> <tr><td></td><td></td><td></td></tr> <tr><td></td><td></td><td></td></tr> <tr><td></td><td></td><td></td></tr> <tr><td></td><td></td><td></td></tr> <tr><td></td><td></td><td></td></tr> <tr><td></td><td></td><td></td></tr> <tr><td></td><td></td><td></td></tr> <tr><td></td><td></td><td></td></tr> <tr><td></td><td></td><td></td></tr> </tbody> </table>	Prevailing animal diseases	Priority diseases	Emerging animal diseases																														
Prevailing animal diseases	Priority diseases	Emerging animal diseases																																
<h3>Communication: Responsibility</h3> <ul style="list-style-type: none"> • Which individual/department/ministry holds the responsibility for communication against animal diseases? <table border="1"> <tbody> <tr> <td>Individual</td> <td></td> </tr> <tr> <td>Department</td> <td></td> </tr> <tr> <td>Ministry</td> <td></td> </tr> <tr> <td>Other</td> <td></td> </tr> </tbody> </table>	Individual		Department		Ministry		Other		<h3>Communication: Staffing</h3> <ul style="list-style-type: none"> • How many dedicated staff are available for communication-related activities at different levels? • [TICK AS APPROPRIATE BELOW] <table border="1"> <thead> <tr> <th></th> <th>State/Province</th> <th>National</th> </tr> </thead> <tbody> <tr> <td>None</td> <td></td> <td></td> </tr> <tr> <td>1</td> <td></td> <td></td> </tr> <tr> <td>2-5</td> <td></td> <td></td> </tr> <tr> <td>5-10</td> <td></td> <td></td> </tr> <tr> <td>>10</td> <td></td> <td></td> </tr> </tbody> </table>		State/Province	National	None			1			2-5			5-10			>10									
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Communication: Budget

- What is the available annual budget for communication against HPAI? Against other diseases? Against HPEDs?
- [TICK AS APPROPRIATE BELOW]

\$	HPAI	Other Diseases	HPEDs
None			
<10,000			
10-25,000			
25-50,000			
>50,000			
<100,000			

5

Communication: Prevention

- What are the current communication activities undertaken as part of HPAI prevention? Other diseases? HPEDs?

HPAI	Other Diseases	HPEDs

6

Communication: Preparedness

- What are the current communication activities undertaken as part of HPAI preparedness? Other diseases? HPEDs?

HPAI	Other Diseases	HPEDs

7

Communication: Response

- What are the current communication activities undertaken as part of HPAI response? Other diseases? HPEDs?

HPAI	Other Diseases	HPEDs

8

Communication: Monitoring

- What systems are available for monitoring HPAI communication? Other diseases? HPEDs?

HPAI	Other Diseases	HPEDs

9

Communication: Collaboration

- Which other ministries, departments, agencies and private institutions collaborate in communication?

HPAI	Other Diseases	HPEDs

10

Communication: Implementation

- Which other ministries, departments, agencies and private institutions collaborate in communication?

	DETAILS OF CONTRACTOR
Consultant	
UN agency	
Ministry	
3rd party	

11

SUCCESS Stories

- List three successful communication interventions, with a line about what made it succeed. The intervention could be HPAI, Other diseases or HPEDs.

Kind	Description of activity	What made it work?
HPAI, Other diseases or HPED		
HPAI, Other diseases or HPED		
HPAI, Other diseases or HPED		

12

Communication Assessment

Communication- Prevention

Country	HPAI (Active surveillance)	Other Diseases (Passive surveillance)	HPEDs (Passive surveillance)
Afghanistan	<p>1. In 2006, Bangladesh National Communication Strategy and Action Plan for Avian Influenza and Human Pandemic Influenza 2006-2008 developed.</p> <p>2. The AIPR project has been carrying out HPAI communication activities under two sub-components: i) Capacity development of DLS officials, Media Personnel and News reporters , and other stakeholders through organizing training , and workshops for these three distinct groups.</p>	<p>1. Create Awareness to the people about disease Prevention.</p> <p>2. Active and passive surveillance.</p> <p>3. Routine collection of sample for Testing.</p> <p>4. promoting farm yard behaviours.</p> <p>5. promoting selling/Trading on market behaviours.</p> <p>6. promoting house hold behaviour.</p> <p>7. Ensure Bio security measures on the farm and in Live bird market.</p> <p>8. promoting food safety and good hygiene in the home.</p> <p>9. Poster and awareness seminars on Anthrax , Rabies, FMD by DLS,DOH and FAO</p>	<p>1. Quarantine of animal and birds.</p> <p>2. Traffic Control of Animal, products and bi-products.</p> <p>3. New communicating policy and strategy for emerging and re-emerging diseases will ne taken very soon under EPT plus project by FAO.</p> <p>4. Awareness building meeting, seminars are arranged by DOH, ICDDR,B on Nipah, anthrax.</p>
Bangladesh	<p>1. The project also developed a number of communication materials (print, audio, and video) for mass campaign to create public awareness. These materials also distributed through DLS to carry out their interpersonal</p>		

Country	HPAI (Active surveillance)	Other Diseases (Passive surveillance)	HPEDs (Passive surveillance)
	<p>communication(IPC) activities.</p> <p>2. Booklets and posters has been published and distributed by Strengthening the support services for combating the Avian Influenza in Bangladesh.</p> <p>3. FAO, Bangladesh has established the SMS gate way system, posters, booklets ,training to different stakeholders, video film</p> <p>4. Training and posters for LBM by FAO,BD.</p> <p>5. Training and seminars were arranged for news paper reporters by Information dept.</p>		
Bhutan	<p>1. Live talk shows through national TV</p> <p>2. Live call-in shows through national TV and radio broadcasts</p> <p>3. Live awareness and discussion programs through radio broadcasts</p> <p>4. Audio visual clippings, advertisements, movies, documentaries, etc</p> <p>5. Awareness and education programs through leaflets, posters and brochures</p>	<p>1. Awareness and education programs through leaflets, posters and brochures</p> <p>2. Awareness and education through animal health exhibits during RNR-EXPO, annual RNR shows, annual livestock shows, etc</p> <p>3. A-V shows, documentaries on animal diseases and control measures during farmers training</p>	<p>1. Live talk shows and call-in shows on national TV</p> <p>2. Live discussion and interviews through radio broadcasts</p> <p>3. A-V advertisements, clippings, movies and documentaries</p> <p>4. Awareness and education through leaflets, posters and brochures</p> <p>5. Awareness and education through animal health exhibits</p>

Country	HPAI (Active surveillance)	Other Diseases (Passive surveillance)	HPEDs (Passive surveillance)
	6. Door to door advocacy campaigns and mass public awareness programs by the veterinary vigilance team	programs, animal health trainings, etc	during RNR EXPO, livestock shows, etc
Maldives	<ul style="list-style-type: none"> • Shipment's are Quarantined and Checked Randomly for HPAI. • Do Not allow birds from HPAI nations. • HPAI General Biosecurity Guide lines Prepared. • Carrying out quarantine and inspection of animals and animal products imported • Public awareness 	<ul style="list-style-type: none"> • Carrying out quarantine and inspection of animals and animal products imported • Public awareness 	<ul style="list-style-type: none"> • Carrying out quarantine and inspection of animals and animal products imported • Public awareness
Nepal	<p>Bio-security training for farmers and technicians</p> <p>Dissemination of preventive messages through TV, radio and news papers</p> <p>Develop and distribute IEC/BCC materials: includes preventive messages</p> <p>School teaching</p> <p>Wall painting and hoarding board</p> <p>Orientation of different stakeholders: poultry entrepreneur farmers, butchers, poultry traders, police and custom people,</p>	<p>Motivate farmers to vaccinate against major infectious disease</p> <p>Farmers' level training about farm management practices and to prevent from the animal diseases</p> <p>Awareness program about bio-security and sanitation</p> <p>Awareness for stakeholders at cross boarder area about prevention of diseases from neighbouring country</p>	<p>Motivate farmers to vaccinate against major infectious disease</p> <p>Farmers' level training about farm management practices and to prevent from the animal diseases</p> <p>Awareness program about bio-security and sanitation</p> <p>Make the public aware to the legislative norms and regulations aimed to prevent animal diseases</p> <p>Awareness program to adopt quarantine measures for importers of livestock and its products</p> <p>Awareness for</p>

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Communication: Response

Country	HPAI (Active surveillance)	Other Diseases (Passive surveillance)	HPEDs (Passive surveillance)
Afghanistan	The country is free from the disease but still awareness given to the farmers and refresher trainings provided to the vets and para-vets	Vaccination and awareness	Awareness, trainings
Bangladesh	<ul style="list-style-type: none"> • In joint collaboration with Department of Mass Communication (DMC), small CAMPAIGN organized in high outbreak 20 Districts . • The AIPRP installed a number of Billboards, Banners, Posters, Leaflets, to create mass awareness about recent outbreaks . • A number of volunteer groups: Ansar , VDP , Chowkidar , Dafadar and various social , political and religious, leaders were sensitized to play their important role in the community. • School children were also covered through school awareness program. • Some communication materials also produced for these workshops, meeting and orientation courses. 	<p>Department of livestock services collaborate with local government authority and other government departments for mass Communication about awareness of diseases, training, campaign, livestock fair and communication materials like leaflet, folder, billboard, picture card, short film and animal health and vaccination card etc.</p>	<p>Some communication materials developed like leaflet, folder, picture card, by which create awareness to the people about HPEDs.</p>

Country	HPAI (Active surveillance)	Other Diseases (Passive surveillance)	HPEDs (Passive surveillance)
Bhutan	<ul style="list-style-type: none"> • Meeting of national incidence command committee at the ministry level and identification of media spokesperson • Live talk shows and call-in shows through national TV and radio broadcasts • Live news broadcasts and interviews on national TV • News broadcast in various print media. • Audio visual news clippings, advertisements, etc • Awareness and education programs through leaflets, posters, brochures, signboards, advertisement boards , street shows, etc • Door to door advocacy campaigns and mass public awareness programs by rapid response team 	<ul style="list-style-type: none"> • Live news broadcasts and interviews on national TV and radio programs • News broadcast in various print media. • Audio visual news clippings, advertisements, etc • Awareness and education programs through leaflets, posters, brochures, signboards, advertisement boards 	<ul style="list-style-type: none"> • Live talk shows and call-in shows through national TV and radio broadcasts • Live news broadcasts and interviews on national TV • News broadcast in various print media. • Audio visual news clippings, advertisements, etc • Awareness and education programs through leaflets, posters, brochures, signboards, advertisement boards • Door to door advocacy campaigns and mass public awareness programs
Maldives	<ul style="list-style-type: none"> • Do Not allow birds from HPAI nations. • Government do not fund for duck farming and back yard Poultry Production. • Awareness and training 	<p>Awareness and training plans for the introduction of Improved biosecurity measures and controlled culling and dumping proposed.</p>	<p>* Awareness and training plans for the introduction of Improved biosecurity measures and controlled culling and dumping proposed.</p>

Country	HPAI (Active surveillance)	Other Diseases (Passive surveillance)	HPEDs (Passive surveillance)
	<p>plans for the introduction of Improved biosecurity measures and controlled culling and dumping proposed.</p>		
Nepal	<p>Situation analysis before preparing communication plan during outbreak DAITCC meeting and approve the communication activities to be conducted (as a part of stamping out operation plan) Establish information and communication centre at control room Briefing the disease control plan to local level stakeholders Media management briefing the current situation and disease control plan Risk communication to community people Rapid orientation to RRT and other teams briefing the messages to be delivered by them and the way of communication Formation of teams of influencing local stakeholders, regularly orient them to let them</p>	<ul style="list-style-type: none"> • Motivate farmers and other stakeholders at community to stop movement of sick and dead animals as well as proper disposal of infected carcasses • Reduce panic and rumours about the incidence and risk of diseases • Inform public about the disease control procedures and their roles to control and prevent the spread of disease • Appeal for support to diagnose and control the disease 	<ul style="list-style-type: none"> • Motivate farmers and other stakeholders at community to stop movement of sick and dead animals as well as proper disposal of infected carcasses • Reduce panic and rumours about the incidence and risk of diseases • Inform public about the disease control procedures and their roles to control and prevent the spread of disease • Appeal for support to diagnose and control the disease

Country	HPAI (Active surveillance)	Other Diseases (Passive surveillance)	HPEDs (Passive surveillance)
	<p>understand the issues and mobilize them to community for public awareness and problem shooting</p> <p>Miking, pumphleting and door to door communication service before RRT moves and in the evening</p> <p>Rapid situation updating every day and re-modify the communication activities for next day</p> <p>Daily progress and issues reporting to media and concern high level authorities</p>		
India	NA	NA	NA
Pakistan	NA	NA	NA
Sri Lanka	<p>1) In LPAL in 2012 Applied(Modified Slaughter Policy). Slaughtered birds only in affected Farms.</p>	<p>In FMD and BQ Proclamation of infected areas. Restricted movement of Livestock and Livestock Products.</p>	It is covered by SEDEP

Communication: Monitoring

Country	HPAI (Active surveillance)	Other Diseases (Passive surveillance)	HPEDs (Passive surveillance)
Afghanistan	Disease reporting system through VFUs network and Sanitary Mandate Contract	Disease reporting system	Disease reporting system
Bangladesh	<ul style="list-style-type: none"> • Surveillance • SMS Gateway system • Routine Farm visit. • Routine visit of the stakeholders of native birds. • Routine visit of the Live bird market • Movement Control of poultry and poultry products and bi-products • Health check up at entry points of the big cities. • Monthly disease reporting. • Report in daily news papers 	<ul style="list-style-type: none"> • Routine visit of the Live Animal market • Traffic Control of Animal and animal products and bi-products • Pre-slaughter examination of animal at slaughter house. • Disease reporting system • News paper reports. • Rumours. 	<ul style="list-style-type: none"> • Knowledge Attitude Practice about HPEDs. • Disease reporting system. • Report in the daily newspaper.
Bhutan	<ul style="list-style-type: none"> • Task force for monitoring and evaluation of activities set up • Monthly monitoring and evaluation of activities at ministerial level • Monthly reporting of activities and evaluation at Department level by the national incidence command committee • Weekly reporting, monitoring and evaluation by regional incidence command centre 	<ul style="list-style-type: none"> • Monthly monitoring and evaluation of activities at Department level • Through regular field visits and evaluation 	<ul style="list-style-type: none"> • Monthly monitoring and evaluation of activities at Department level • Monthly monitoring and evaluation of activities at regional level • Regular field visits and evaluation by the Department and Regional teams

Country	HPAI (Active surveillance)	Other Diseases (Passive surveillance)	HPEDs (Passive surveillance)
	<ul style="list-style-type: none"> Regular field visits by the veterinary vigilance team and submission of weekly reports 		
Maldives	NA	NA	NA
Nepal	<ul style="list-style-type: none"> Bird flu monitoring cell is established in Directorate of Animal Health that is responsible to monitor all the activities related to bird flu National Avian and Pandemic Influenza Communication Working Group has already been established in AICP framework that principally design, implement and monitor communication activities Directorate of Livestock Service Training and Extension and five Regional Livestock Training Centres are responsible to monitor the HPAI communication at department level 	<ul style="list-style-type: none"> DLSO is the first tier organization for monitoring communication activities Regional Directorate of Livestock Services (RLDS) and Regional Livestock Training Center (RLTC) jointly monitor the communication activities at field level to some extent At central level Directorate of Animal Health (DAH) and Directorate of Livestock Service Training and Extension (DLSTE) are supposed to monitor the communication activities 	<ul style="list-style-type: none"> DLSO is the first tier organization for monitoring communication activities Regional Directorate of Livestock Services (RLDS) and Regional Livestock Training Center (RLTC) jointly monitor the communication activities at field level to some extent At central level Directorate of Animal Health (DAH) and Directorate of Livestock Service Training and Extension (DLSTE) are supposed to monitor the communication activities
India	NA	NA	NA
Pakistan	NA	NA	NA
Sri Lanka	1) Progress reporting at regular intervals. 2) Progress review meetings at Divisional level District level Provincial level National level	1) Weekly disease reports.	It is covered by SEDEP

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Country	HPAI (Active surveillance)	Other Diseases (Passive surveillance)	HPEDs (Passive surveillance)
	media people, general public etc. Advocacy to regional and district level stakeholders		stakeholders at cross boarder area about prevention of diseases from neighbouring country
India	NA	NA	NA
Pakistan	NA	NA	NA
Sri Lanka	1)For officers Conferences/Workshops/Trainings For general public Awareness programs by Mass media	1)For officers Conferences/Workshops/Trainings For general public Awareness programs by Mass media	For officers Conferences/Workshops/Trainings

Communication- Prevention

Country	HPAI (Active surveillance)	Other Diseases (Passive surveillance)	HPEDs (Passive surveillance)
Afghanistan	Awareness , posters, brochures, radio and TV spots	Awareness in regards to Brucellosis TV clips, training of vet professionals, medical doctors, farmers, schools children's, local communities	Awareness posters, brochures, radio and TV spots Interviews in TV
Bangladesh	<ul style="list-style-type: none"> Advocacy meeting with the City Corporation, District and Upazila administration, Local government authority, poultry farmers, poultry industries and market association, . Live bird market communication activities to create awareness and increase desired practices among the 	<ul style="list-style-type: none"> Assessment of the diagnostic capacity at national laboratories. Training in laboratory diagnosis of diseases at different levels. Corresponding to the diagnostic tests carried out by the laboratories. Strengthening of surveillance capacity Supply of surveillance materials. 	Awareness building workshops were arranged for Rabies , Nipah and Anthrax control.

Country	HPAI (Active surveillance)	Other Diseases (Passive surveillance)	HPEDs (Passive surveillance)
	<p>LBM stakeholders (vendors, processors, slaughters, cleaners etc.)</p> <ul style="list-style-type: none"> • Develop a number of communication materials for awareness building and motivating for practices • A collaborative LBM communication initiative has taken (pilot) in the 16 Dhaka city LBM markets and also 9 LBM outside Dhaka. • For better biosecurity and disinfection 24 LBM has developed by FAO . • FAO is going to publish 2 posters on LBM for better communication to prevent the disease. • Supply of surveillance material and PPEs • Inter-ministerial joint 		
Bhutan	<p>sitting and discussion on national AI pandemic preparedness plans, and policies</p> <ul style="list-style-type: none"> • Set up plans and dates for talk shows, interviews with national TV on preparedness plans and policies • Development of audio visual aids • Development of leaflets, brochures and posters 	<ul style="list-style-type: none"> • Development of audio visual aids • Development of leaflets, brochures and posters 	<ul style="list-style-type: none"> • Set up plans and dates for talk shows, interviews, etc with national TV and radio programs on preparedness plans and policies • Develop audio visual aids • Develop leaflets, brochures and posters

Country	HPAI (Active surveillance)	Other Diseases (Passive surveillance)	HPEDs (Passive surveillance)
Maldives	<ul style="list-style-type: none"> • Distribution of Biosecurity Guide lines and Leaflets via atoll and province level Offices. • Public awareness on local media (TV Programs and Radio Programs) , leaflets and poster's • Legislation for establishing farming zones, live-bird markets, declaration of outbreak and accessibility of officials to farms for disease monitoring recommended 	<ul style="list-style-type: none"> • Legislation for establishing farming zones, live-bird markets, declaration of outbreak and accessibility of officials to farms for disease monitoring recommended 	<ul style="list-style-type: none"> • Legislation for establishing farming zones, livestock markets, declaration of outbreak and accessibility of officials to farms for disease monitoring recommended
Nepal	<p>Communication capacity building of staffs through simulation exercises</p> <p>Updating SOP including some communication process to be adopted during stamping out operation</p> <p>Delegating communication responsibilities to Directorate of Livestock Training and Extension , establish and strengthen the centre and regional communication unit under DLS</p> <p>Coordination and collaboration among national level government</p>	<ul style="list-style-type: none"> • Preparing national disease control plan and disseminate it to relevant stakeholders at all levels. • Conducting workshop program to give the idea of the consequences of infectious diseases to the field level technicians and stakeholders and prepare them to handle the risk • Instruct the farmers and service providers to practice minimum bio-security measures as an important preparation tool to prevent the disease in the farms. 	<ul style="list-style-type: none"> • Public awareness about the risk and impact on production and public health • Preparing national disease control plan and disseminate it to relevant stakeholders at all levels. • Conducting workshop program to give the idea of the consequences of infectious diseases to the field level technicians and stakeholders and prepare them to handle the risk. • Instruct the farmers and service providers to

Country	HPAI (Active surveillance)	Other Diseases (Passive surveillance)	HPEDs (Passive surveillance)
	<p>organizations, private entrepreneurs and UN agencies</p> <p>Capacity building of DLS staffs Participating in different communication workshops, training and other related activities</p> <p>DLSOs conduct some communication program in the field that help community to prepare to fight with possible outbreak in future</p>		<p>practice minimum bio-security measures as an important preparation tool to prevent the disease in the farms.</p>
India	NA	NA	NA
Pakistan	NA	NA	NA
Sri Lanka	<ul style="list-style-type: none"> • Circulate Sri Lanka Exotic Disease Emergency Plan • Targeted Surveillance 	<ol style="list-style-type: none"> 1) Guide lines and circular letters 2) Conventional Passive surveillance. 3) Out break reporting by Field veterinary Surgeons. <p>Confirmation of the Disease.</p> <p>Control vaccination and preventive measures</p>	<p>Workshops/ Targeted surveillance</p>

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