Results of a questionnaire survey on communication of Veterinary Services conducted in the participating countries

Muscat, Oman, 20 – 22 April 2010

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Purpose of the Questionnaire

- National communication plans related to animal diseases, including zoonoses, are an important component related to animal health policies and management.

- There is a need to ensure that strategic communication, as a science, is integrated into the veterinary infrastructure worldwide.

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So, the OIE has started a series of seminars on communication for the Delegates of its Regions and their press officers in order to stress the role of communication in supporting activities of VS.

A questionnaire was set up by the OIE in order to assess the regional situation and start exchange and discussion during this seminar.
Invited Countries - 17

Libya
Turkey
Cyprus
Lebanon
Jordan
KSA
Oman
UAE
Qatar
Afghanistan
Iraq
Syria
Iran
Bahrain
Kuwait
Qatar
UAE
Oman
Yemen
Djibouti

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16 countries answered to the questionnaire (94% of invited countries)
All participating countries
Questionnaire - Structure

1. General Information
2. Programme and Activities
3. Competences, Qualification and Training
4. Technique and media
5. Financing
6. Additional Comments

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20. Financing for activities and the production of communication media is provided from (please tick as many boxes as needed):

- [ ] the state budget
- [ ] own resources
- [ ] the state budget in the form of technical assistance
- [ ] financing sought on a case-by-case basis
- [ ] other sources (specify)  

21. Please add any relevant information or comments on points that you feel were not adequately covered in this questionnaire:
7. What are the main information and communication media used regularly by the Veterinary Services to disseminate information (please tick as many boxes as needed)?

- the international press
- the national Press

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**Competences, qualifications, training**

7. Do the Veterinary Services have an Information/Communication Department, Section or Component?

- Yes
- No
1. In your opinion, communication made by Veterinary Services involves:
1. General Information
   
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In your opinion, communication made by Veterinary Services involves

- Relations between the VS and the political world
- Information on foodstuffs of animal origin
- Quality standards
- Domestic and international Press relations
- Risk information
- The dissemination of information concerning national and international health regulations
- The reliability of animal health information for professionals via electronic media
- The circulation of information in a crisis situation
- Wholly or partly informing and educating the general public
- Providing information to private veterinarians
- Information on the role and the importance of the VS
- Public health consequences
- Awareness-raising campaigns for livestock producers
- Providing information to private veterinarians
- Wholly or partly informing and educating the general public
- The circulation of information in a crisis situation
- The reliability of animal health information for professionals via electronic media
- The dissemination of information concerning national and international health regulations
- Risk information
- Domestic and international Press relations
- Quality standards
- Information on foodstuffs of animal origin
- Relations between the VS and the political world

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1. General Information

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In your opinion, communication made by Veterinary Services involves:

- Awareness-raising campaigns for livestock producers
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- Wholly or partly informing and educating the general public
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2. In your opinion, a communication plan or strategy useful to your country should focus mainly on:
In your opinion, a communication plan or strategy useful to your country should focus mainly on:

- Animal health/public health emergency situations
- Relations with international organisations and institutions
- Support for vaccination campaigns
- Relations with neighbouring countries and the sub-region
- The institutional promotion of the role and the importance of the VS
- Risk assessment and management
- Providing animal health information to private veterinarians
- Trade issues
- Quality issues for veterinary activities and services
- Application of laws and regulations
3. In your country, what are the priority's issues requiring communication support?

If necessary, state the reasons for your choice:
Programme and Activities

4. Have the information and communication needs of the VS been evaluated?

YES

OIE PVS Tool
5. Is there a structured communication plan or programme within the VS?

- For routine, day-to-day matters: 60%
- In the event of an emergency: 100%

YES
6. What are the main information and communication media used regularly by the Veterinary Services to receive and collect information
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- OIE website
- National and/or international meetings, conferences or seminars
- Field visits
- OIE Publications
- Electronic mail
- The national Press
- Brochures or leaflets
- Scientific publications and reports
- The Internet through consultation of Web sites
- National television
- Press conferences
- Professional associations
- National radio
- The regional or local Press
- The international press
7. What are the main information and communication media used regularly by the Veterinary Services to disseminate information?
What are the main information and communication media used regularly by the Veterinary Services to disseminate information?
8. Do the VS have an Information/Communication Department, Section or Component?

presence in decentralised structures of the VS

YES
9. The officials responsible for communication are

- Veterinarians or animal health technicians trained in communication
- Team constituted of communication specialists and veterinarians
- Communication specialists trained in animal health questions
- Specialised journalists
10. The decisions concerning the themes, subjects and content to be communicated, as well as the means of communication are taken by:

- The Management of the VS in consultation with the official responsible for communication within the MoA
- The Management of the VS in consultation with the official responsible for communication within any other ministries or the PM's office
11. Do the VS completely control the diffusion and circulation of information within their field of competence?

- **YES**: 47
- **NO**: 53
12. In the event of a major problem, do the VS call upon external, national or international expertise in communication?
13. Do the Veterinary Services regularly publish an information bulletin, a newsletter or similar

- In the national language(s)
- In an additional language

- English - Jordan

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14. Do the Veterinary Services have a Web site?

15. The Web site is always administered and regularly updated
16. Do the VS have a broadcasting slot allocated to them on radio and television?

YES
17. Are the broadcasting slots or spaces in the national Press made available free of charge?
18. The monthly duration of radio and/or television programmes devoted to animal health issues:

- > 5 hours
- 1 to 5 hours
- < 1 hour
- None
19. The percentage of the budget (all resources combined) of the VS allocated to information and communication (salaries, activities, equipment) is:

- More than 10%
- 5 to 10%
- 3 to 5%
- 1 to 3%
- 0 to 1%
Financing for Communication

20. Financing for activities and the production of communication media is provided from

- the state budget
- financing sought on a case-by-case basis
- Other sources
- the state budget in the form of technical assistance
- own resources

Private firms
Conclusions

- This study is not a qualitative assessment, it is only based on country self evaluation to a questionnaire.
- It is a very general approach nevertheless the main trends can be identified.
- All participating countries answered this questionnaire.
Conclusions

- All Middle Eastern countries recognise the importance of communication of VS – A key component to implement efficient and relevant strategies.
- The situation in the region is very heterogeneous. Some countries are better organized, with dedicated services and staff, and use relevant tools: leaflet, radio and TV slot, website.
Conclusions

- Generally VS are not fully in control of communication actions – Need of a hierarchical approval
- The budget allocated to VS communication is generally less than 3% of the VS total budget
- This budget is provided most of the time by the state budget
Conclusions

- The communication of VS is mainly targeted:
  - to animal health (surveillance, control, vaccination, eradication…)
  - and to promote the role of VS by raising public awareness

- One of the main ways of VS communication is made through direct contact with people during field visits
To all colleagues that answered this questionnaire for their collaboration and receptiveness to clarify some particular points of their specific national situation
Thank you for your attention

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