Communicating One Health in Food and Agriculture

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Topics

• One Health
• ECTAD
• Communicating for development
• One Health Communication

Key takeaways

• Challenges and lessons to developing communication programmes in a multi-sectoral, multi-disciplinary environment
Changing World

Pathogen adaptation
Increasing human population

Environmental pollutants

Modernized technology

Deforestation & wild meat consumption

Invasion species & exotic pest and diseases

Climate change

GLOBALIZATION

Differences in socio-economic development and traditional livelihoods
approximately 75% of recently emerging infectious diseases affecting humans are of animal origin
half of the 900 million people living below the poverty line depend on livestock
Economic impact of selected infectious disease OUTBREAKS

- **H1N1**: Worldwide USD 45–55 billion
- **SARS**: China, Hong Kong, Singapore, Canada USD 30–50 billion
- **Foot-and-mouth disease**: United Kingdom USD 10–15 billion
- **Foot-and-mouth disease**: Taiwan USD 5–8 billion
- **H5N1 avian influenza**: Worldwide USD 30 billion
- **Ebola**: Africa USD 31–33 billion

Figures are estimates and are presented as relative size. Based on bio-era, World Bank and UNDP data. Updated by EcoHealth Alliance.
every $1 invested in preparedness saves $5 in response to an animal disease outbreak
containing animal diseases
at source –
saves lives,
protects livelihoods and
reduces economic costs
One Health
Global Health Risk

Zoonoses
- 60% of human pathogens are from domestic animals or wildlife
- 75% of emerging & re-emerging infectious diseases are animal origin (vector-borne or zoonotic)
- 80% of agents that are of concern for bioterrorism originate in animals

Food Security
- >70% additional animal protein will be needed to feed the world by 2050
- Meanwhile, more than 20% of animal production losses in the world are linked to animal diseases

Environment
- Understand the connection between biodiversity, ecosystems and infectious disease is crucial

Economy
- Animal diseases pose a direct threat to incomes of rural communities that depend on livestock production
- >75% people depend on subsistence farming and raising livestock to survive

Risk continues to increase
Most commonly reported zoonoses

Figure 2 Most commonly reported zoonoses in the Region in 2015
An integrative approach for preventing and mitigating health threats at the Animal-Human-Plant-Environment interface with the objective of achieving public health and wellbeing (and facilitating trade?).
One Health Approach: Shared commitments

International partnership to address human-animal-environment health risks gets a boost

THE FAO-OIE-WHO Tripartite Coordination

Global leader for food and agriculture
Global leader for animal health and welfare standards
Global leader for human health
One Health
Platforms

20
ECTAD Emergency Centre for Transboundary Animal Diseases
Protecting people and animals from disease threats
ECTAD offices

- **Rome, Italy**
  - ECTAD global office
  - FAO headquarters

- **Accra, Ghana**
  - ECTAD West and Central Africa regional office

- **Nairobi, Kenya**
  - ECTAD East Africa regional office

- **Bangkok, Thailand**
  - ECTAD Asia and the Pacific regional office
What is the role of communication in development?

- AgCom
- DevCom
- ComDev
- BCC
- Animal Health Communication
- HealthCom
Function in development projects

Improve understanding and knowledge of the disease characteristics of newly emerging zoonoses
FAO supports government counterparts at central, field and lab levels for the conduct of comprehensive avian influenza surveillance in countries to early detect the introduction of non-endemic/emerging viruses (e.g. H7N9) and monitor the circulation and evolution of viruses with pandemic potential (H5Nx, H9N2).
Animal brucellosis and tuberculosis workshop
Support capacity building to better integrate disaster risk management at the human/animal/environmental interface with adequate resource allocations.
Support to Regional FETPV and relevant field epidemiology training for veterinary epidemiology capacity development
Implementing and promoting the elements of a functional coordination mechanism
FAO continues to support countries, including support for OH strategy development and facilitate stakeholder consultations.

FAO’s ongoing work on AMR surveillance underscores the critical importance of joint risk assessment with the human health sector, and is reflected in the regional framework developed together with Member States.
Continue to engage ASEAN, SAARC, SPC & other partners to enhance regional collaborations on One Health
Strengthen Multi-sectoral Collaboration
Regular tripartite meetings at the regional level are conducted to update each others’ activities. Each partner takes turns in hosting the meeting.
Also, internal meetings to strengthening multi-sectoral collaboration at all levels
• Integrated approach to communicating animal, plant, human health and environmental issues through multi-disciplinary and inter-sectoral cooperation
Approaches and concepts

• Development communication/communication for development
• Public/Animal Health communication
• Environmental/Agricultural communication
• Risk communication
• Nudge theory
• Planned behaviour theory
FOCUS AREA 1
IMPROVE AWARENESS ON ANTIMICROBIAL RESISTANCE AND RELATED THREATS

FOCUS AREA 2
DEVELOP CAPACITY FOR SURVEILLANCE AND MONITORING OF ANTIMICROBIAL RESISTANCE AND ANTIMICROBIAL USE IN FOOD AND AGRICULTURE

FOCUS AREA 3
STRENGTHEN GOVERNANCE RELATED TO ANTIMICROBIAL USE AND ANTIMICROBIAL RESISTANCE IN FOOD AND AGRICULTURE

FOCUS AREA 4
PROMOTE GOOD PRACTICES IN FOOD AND AGRICULTURE SYSTEMS AND THE PRUDENT USE OF ANTIMICROBIALS
World Antibiotic Awareness Week
Key stakeholders

- **2015**: General Public, Health-care professionals, Policy Makers
  - Targeted messaging for health-care professionals

- **2016**: General Public, Health-care professionals, Policy Makers
  - Targeted messaging for health-care professionals

- **2017**: General Public, Health-care professionals, Policy Makers
  - Targeted messaging for health-care professionals

- **2018**: General Public, Health-care professionals, Policy Makers
  - Targeted messaging for health-care professionals

- **2019**: General Public, Health-care professionals, Policy Makers
  - Targeted messaging for health-care professionals

**WHO:** Medical/Nursing/Pharmacy professionals and students

**FAO/OIE:** Veterinary professionals and students

**WHO:** Families (Parents-Children)

**FAO/OIE:** Farmers

**Family (Parents-children & Farmers**

**Elderly (including nursing homes etc.)**

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ASEAN Regional Strategy on Antimicrobial Resistance Communication and Advocacy

Vision

- An ASEAN community promoting and practicing responsible and prudent use of antimicrobials

Goals and Objectives

- Promote prudent use of antimicrobials among key stakeholders in the AMS such as veterinary drug owners and veterinarians; and,

- Promote good animal husbandry practices among livestock producers/farmers
Main activities

KAP+ 
Comms Products 
WAAW 
Social Media
Rabies control and eradication
Related activities to rabies campaign

- Regular Tripartite meeting
- Development of global guidance on strategy
- Development of communication products
- Implementation of communication activities and/or events
Challenges/opportunities

• Multi-sectoral and inter-disciplinary nature of teams/stakeholders
• Gap between awareness and practice
• Lack of evidence-based interventions
• Emphasis on public health sector is heavier at the cost of downplaying the risk at other sectors
Considerations for One Health Communication in food and agriculture

- Strong government policy
- Trust among stakeholders
- Sustained and continued collaboration
- Positive behaviour and opinion towards a One Health Issue
Guiding principles in developing One Health strategy

• Involve all possible stakeholders in the development of strategy and related activities and communication products
• A strong story to tell and engage stakeholders
• Don’t be afraid to repurpose materials that will contribute to your stronger case towards positive outcome
• Use all tools available including social media
Thank you...