

# ONE HEALTH COMMUNICATION TIPS

How to ensure that your strategies  
are efficient in the field?







- Multiple stakeholders and partners  
to coordinate and negotiate with
- Multiple types of audiences  
with different sectoral objectives, drivers and barriers
- Multiple platforms available  
and often very little financial and human resources available

**8 MIN**

LEFT IN THIS PRESENTATION

**4 TIPS**

TO FOLLOW



A close-up photograph of a woman with long brown hair tied in a ponytail, wearing a green shirt. She is holding a small white goat with blue eyes. The word "CONNECT" is overlaid in large, white, bold, sans-serif capital letters across the center of the image. The background is dark and out of focus.

CONNECT



# CONNECT

- Map your stakeholders' network today

Working in a One Health environment and on zoonotic diseases means working in a cross-disciplinary and cross-sectorial way. Identify who is involved in the various aspects of preparedness and response to zoonosis and **CONNECT WITH THEM TODAY**

- Those who train together work together

Get to know your communication people. **Train with them and your counterparts from other sectors on common methodologies and tools:** it will help you to develop a common language and understanding of your objectives

- Build coordination during peace time

Building trust and common understanding require research, test, consultation, discussions, sometimes disagreements. **Do not wait for the crisis to build the foundations of the coordination and consistency of response with your stakeholders and partners.** Use peace time for it.

- Think outside of the box

Even if connected to different sectors (human/animal/environment) as stakeholders or target audiences, there are “unusual” networks that gather people: parenthood, schools, animal welfare or gardens lovers, sport, etc. These “unusual” network can be key in building efficient risk com strategies



A photograph of a brown rabbit sitting in a lush green field. The rabbit is facing right, with its long ears perked up. The word "LISTEN" is overlaid in large, white, sans-serif capital letters across the middle of the image, partially obscuring the rabbit's head and ears. The background is a soft, out-of-focus green field under a hazy sky.

LISTEN







THEN...



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The reality in the field  
is that...

## THERE IS TOO MUCH INFORMATION AROUND

-  from friends, colleagues, family, news, groups and networks
-  from many different platforms, both online and off line
-  mixing various quality and accuracy of content, including misinformation and disinformation
-  impacting the trust in authorities and reinforcing cognitive bias

In the future, we will more and more have to face and **manage infodemic** during epidemics.

- You have 2 ears and 2 eyes, only one mouth

You need to set up a social listening system that allows you to monitor and understand what is happening in the field: what are the questions and concerns, what are the gaps of information that could be the roots of misinformation, what disinformation is circulating?

Remember that **online and offline** discussions matter.

Use rapid community assessment tools and infodemic management insights to inform your risk com strategy.

- Different sectors means different drivers and barriers

There is no communication fitting for all. Understand your various audiences' contexts, barriers and drivers to be able to act on them.

Ensure consistency, but tailor your messages, your tools and channels to your various One Health audiences.

- Beware of information bubbles

What you see on internet is unique. Based on your personal data and online behaviour, the algorithms, apps, web sites, select ads, suggestions, and content are targeted to satisfy your preferences and fill in your bias.

Produce materials that can be repackaged by your audience for different platforms and fora



# LISTEN



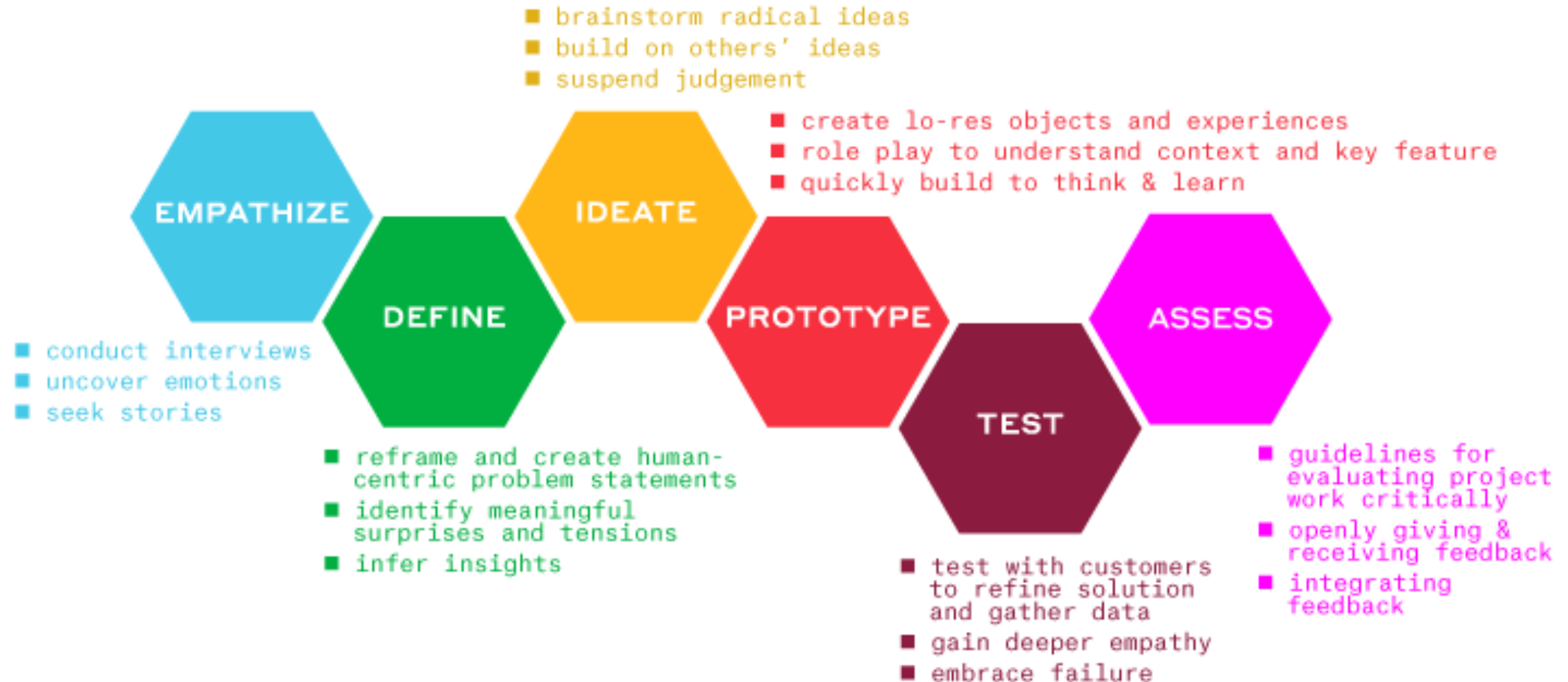




# BUILD, TEST, FAIL AND LEARN TOGETHER

Use human centered methods to build consensual solutions

- Design Thinking Process Diagram -









# HAVE FUN

“Laughter is part of a universal language of basic emotions that all humans recognize.

{...} Humor improves student performance by attracting and sustaining attention, reducing anxiety, enhancing participation, and increasing motivation”

*Humor, laughter, learning, and health! A brief review - The American Physiological Society, 2017*



Design thinking & simulation exercise

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Targeted risk communication materials

©WOAH



Creation of a community

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# TO LEARN MORE...



On risk communication methodology

<https://www.who.int/publications/i/item/communication-handbook-veterinary-services>



On infodemic management

<https://openwho.org/courses/infodemic-management-101>  
[https://www.who.int/health-topics/infodemic#tab=tab\\_1](https://www.who.int/health-topics/infodemic#tab=tab_1)



On Humour

<https://pubmed.ncbi.nlm.nih.gov/28679569/>



On Design thinking process

<https://dschool.stanford.edu/resources>



On Social listening and integrated analysis

<https://youtu.be/hiNx7MggOnY>



On how to address Health misinformation

<https://youtu.be/bX79vff1bcA>



# THANK YOU!

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Catherine BERTRAND-FERRANDIS - Chatham House PANDORA Workshop, 7 October 2022

