



**PROGRAMME**

Regional Webinar for OIE National Focal Points for Communication:

Focus on ASF

Virtual meeting | 24, 26 & 28 August 2020

(11:00-13:00 GMT-3)

**PREPARATIONS**

**Getting prepared for the webinar**

29 July – 23 August	E-learning   3 modules	Participants
19 August 11:00 – 13:00	<p>Preparatory meeting</p> <ul style="list-style-type: none"> <li>• Icebreaker</li> <li>• Participants and speaker’s introduction</li> <li>• Objectives of the seminar</li> <li>• E-learning wrap-up: Discovering the OIE</li> </ul>	Regional Representation & Communication Department

**DAY 1: 24 AUGUST 2020**

**Refreshing risk communication principles**

11:00 – 11:20	Risk communication as part of the response to ASF	Andrea Lavarello – Communication Department
11:20 – 11:50	Interactive session: <ul style="list-style-type: none"> <li>• Principles of risk communication</li> </ul>	Lucia Escati – Communication Department
11:50 – 12:00	Virtual coffee break   Country presentation: <ul style="list-style-type: none"> <li>• Putting the handbook into practice</li> </ul>	Beatriz Josefina Martínez Reding García - Mexico FP
12:00 – 12:10	Questions and answers	M. Eugenia Chimenti – Regional Representation
12:10 – 12:20	Launch of the simulation exercise: Your turn to act!	M. Eugenia Chimenti – Regional Representation
12:20 – 13:00	Simulation exercise   Part 1 <ul style="list-style-type: none"> <li>• Communication efforts to prevent ASF</li> </ul>	Working Groups

**DAY 2: 26 AUGUST 2020**

**Reinforcing communication capacities**

11:00 – 11:20	Exercise wrap-up and take away messages	Communication Department
11:20 – 11:35	Adaptation of scientific messages	Yael Farhi – Communication Department
11:35 – 11:50	Crisis communication: Principles and recommendations	Leticia Linn - PAHO expert
11:50 – 12:00	Virtual coffee break   Country presentation: <ul style="list-style-type: none"> <li>• Communication efforts during a crisis</li> </ul>	Carlos Adrian Jesus Sanchez Garcia – Colombia FP
12:00 – 12:15	How to handle rumours during a crisis	Sebastian Oliel - PAHO expert
12:15 – 13:00	Questions and answers	M. Eugenia Chimenti – Regional Representation

**DAY 3: 28 AUGUST 2020**

**Strengthening our network**

11:00 – 11:05	A word from Dr Monique Eloit, OIE Director General	Communication Department
11:05 – 11:20	Simulation exercise: How to handle circulating rumours	Working Groups
11:20 – 11:30	Exercise wrap-up and take away messages	Communication Department
11:30 – 11:40	Focal Points: you are our supporters!	Lucia Escati –



**DAY 3: 28 AUGUST 2020**

<b>DAY 3: 28 AUGUST 2020</b>		
		Communication Department
11:40 – 11:50	Virtual coffee break   Country presentation: <ul style="list-style-type: none"><li>• Role of the OIE Communication Focal Point</li></ul>	Carlos Henrique Pizarro Borges – Brazil FP
11:50 – 12:10	Interactive session <ul style="list-style-type: none"><li>• Planning our actions for next year</li></ul>	Communication Department
12:10 – 12:20	What is coming next? <ul style="list-style-type: none"><li>• Preparations for World Rabies Day</li><li>• Other upcoming activities</li></ul>	Catya Martinez – Subregional Representation
12:20 – 12:45	Questions and answers	M. Eugenia Chimenti – Regional Representation
12:45 – 13:00	Feedback session: What did you learn during this webinar?	M. Eugenia Chimenti – Regional Representation