

Adopted 39th AMAF Meeting (28/9/2017)



Implementation Mechanism of the Regional Strategic Communication Framework for Livestock

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Goals	Objectives	Lead Countries	Activities	Timelines
1. Development of regionally-coherent, national organizational structures and systems to support development and implementation of relevant communication activities	1.1 To support the development of national (ASEAN) communications unit at the veterinary services, and organisation of appropriate structures and mechanisms able to implement relevant communication activities to support animal health programs	Cambodia, Indonesia, Lao PDR and Malaysia	1.1.1. Setting up communication unit in veterinary department and organisation structure	
			1.1.2. Develop the communication protocol related to animal health and zoonoses at national level	
			1.1.3. Mobilise necessary resources (financial, materials and human) to support the implementation of the activities	
	1.2. To support development of national communication strategies aligned with the regional initiatives in the prevention, control and eradication of transboundary animal diseases, including zoonoses	Indonesia and Malaysia	1.2.1. Identify existing communication strategies in AMS	
			1.2.2. Develop national communication strategy for those AMS who have not yet develop their national strategy	
			1.2.3. Alignment national communication strategy with regional initiatives	

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2. Enhancement and promotion of linkages, partnerships, networks, coordination, and collaboration among AMS, development partners, and stakeholders to maximise efficient and sustainable uses of available resources	2.1. To support the development and progress of a regional network aligned with the broader coordination platform and mechanisms, namely ASEAN Coordinating Centre for Animal Health and Zoonoses (ACCAHZ)	Malaysia, Philippines and Thailand	2.1.1 Finalise the integration plan of ACGL to ACCAHZ mechanism, once its operationalise	
	2.2. To support institutionalization and progress of communication and advocacy across different initiatives in the animal health sector	Indonesia	2.2.1. Sharing data and information regarding transboundary animal disease control program within AMS through ASEAN Animal Health Cooperation Website	
	2.3 To strengthen communication in animal health programs in the broader context of a multi-disciplinary, multi-sectoral engagement	Philippines, Thailand and Vietnam	2.3.1 Conduct or link the awareness activities to support improvement awareness of animal health and zoonoses	
			2.3.2 Develop and provide suitable materials and methods in awareness and education program for the public and stakeholders of each AMS	
			2.3.3 Formulate multi-disciplinary and multi-sectoral communication plan	
			2.3.4 Identify relevant programs across disciplines and sectors to be implemented in the field of animal health program	
2.3.5 Conduct multi-disciplinary and multi-sectoral engagement activities				

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3. Strengthening of human resource capacity and management to effectively support deliveries of national animal health programs	3.1. To support human resource development in government institutions through placement of qualified and trained individuals in concerned communication units in veterinary services	Myanmar, Philippines and Thailand	3.1.1. Identify needs assessment to improve capacity building for each AMS	
			3.1.2 Set up and conduct the capacity building program	
			3.1.3 Connect the available capacity program with regional and global agenda	
			3.1.4 Sharing and circulating knowledge and experience documents	