

Exercise 1

Scenario 1

A staff veterinarian at a pig farm close to the border of Durian and Dragonfruit province is concerned. When she returned to work after a holiday, observes 70% of the pig herd was suffering from depression, coughing, sneezing, and nasal discharge.

Activity: Describe pathways of communication

1) At this point in the scenario, would the vet contact an animal health or public health laboratory or public or animal health agency? Base your answers on your experience in what would actually happen in the field and your knowledge of existing policies.

--Please list the persons and/or agencies to whom the veterinarian would report these findings?

--PLEASE DRAW THESE COMMUNICATION PATHWAYS ON THE PAPER LABELED "SCENARIO 1"

Along each pathway, write the mechanism of communication (phone, email, fax other) and the time expected for each communication step

- How does she communicate this information? (fax, phone, email, other)
- How long would it take for her to contact the agency?
- And how long would she expect it to be until she heard back?

2) Are there ways to make communication systems stronger at this point?

- Would there be a more efficient way to contact an agency? (phone, email, other)?
- Would there be a more efficient way for the agency to respond to a report?
- Are the timelines sufficient to address the issue?
- Is there any agency that would not normally be contacted who could be contacted here?
- Is there a policy in place for communication or reporting at this stage of the scenario? If so, what is the policy? If not, should a policy be developed to standardize the communication?

Spokesperson from your group will report findings to the larger group by bringing up communication maps to the front of the room

Exercise 1

Scenario 2

A few days pass. The livestock owner finds that many of the daily tasks on the farm have not been completed. The veterinarian also notices that several of the regular staff workers did not come to work. All 12 worked their regular shift the day before. The farm supervisor says that 12 of the workers are out today because they are ill. He says that many had recently taken a holiday. Some went to the village of Serpentine, in neighboring Dragonfruit province, and visited a live or wet market, with many kinds of birds and animals. Others on holiday visited family in different provinces. During this visit, the veterinarian decides to check on the workers. The vet observes ill workers that have high fever, general discomfort or malaise, joint pain, and headaches. The vet offers transportation to the nearest hospital. All workers accept.

Activity: Describe pathways of communication

1) At this point in the scenario, would the vet, livestock owner or workers or hospital staff contact an animal health or public health laboratory or public or animal health agency? Base your answers on your experience in what would actually happen in the field and your knowledge of existing policies.

--Please list the persons and/or agencies who would be communicating at an agency or professional level at this point

--PLEASE DRAW THESE COMMUNICATION PATHWAYS ON THE PAPER LABELED "SCENARIO#2"

Along each pathway, write the mechanism of communication (phone, email, fax other) and the time expected for each communication step

- How does each person communicate this information? (fax, phone, email, other)
- Include timeline for reporting as well as for response back from an agency

2) Are there ways to make communication systems stronger at this point?

- Would there be a more efficient way to contact an agency? (phone, email, other)?
- Would there be a more efficient way for the agency to respond to a report?
- Are the timelines sufficient to address the issue?
- Is there any agency that would not normally be contacted who could be contacted here?
- Is there a policy in place for communication or reporting at this stage of the scenario? If so, what is the policy? If not, should a policy be developed to standardize the communication?

Spokesperson from your group will report findings to the larger group by bringing up communication maps to the front of the room

Exercise 1

Scenario 3

In a matter of a few days, several hospitals and pig farms in the same region are seeing hundreds of cases of ill pigs with respiratory symptoms. People that have had contact with pigs are reporting to hospitals with flu-like symptoms. Other people that have not had contact with pigs are also reporting to hospitals in large numbers complaining of flu-like symptoms, joint pain and headaches.

Activity: Describe pathways of communication

1) At this point in the scenario, which parties would be communicating (doctors, veterinarians, livestock owners, community members, laboratories, hospitals, animal and health agencies, other? Once again, please base your answers on your experience in what would actually happen in the field and your knowledge of existing policies.

--Please list the persons and/or agencies involved in communication at this point?

--PLEASE DRAW THESE COMMUNICATION PATHWAYS ON THE PAPER LABELED "SCENARIO #3"

Along each pathway, write the mechanism of communication (phone, email, fax other) and the time expected for each communication step

- How does each person communicate this information? (fax, phone, email, other)
- Include timeline for reporting as well as for response back from an agency

2) Are there ways to make communication systems stronger at this point?

- Would there be a more efficient way to contact an agency? (phone, email, other)?
- Would there be a more efficient way for the agency to respond to a report?
- Are the timelines sufficient to address the issue?
- Is there any agency that would not normally be contacted who could be contacted here?
- Is there a policy in place for communication or reporting at this stage of the scenario? If so, what is the policy? If not, should a policy be developed to standardize the communication?

Spokesperson from your group will report findings to the larger group by bringing up communication maps to the front of the room

Exercise 2

Scenario 1

A staff veterinarian at a pig farm close to the border of Durian and Dragonfruit province is concerned. When she returned to work after a holiday, observes 70% of the pig herd was suffering from depression, coughing, sneezing, and nasal discharge.

Activity: Describe what is in the risk communication message

- 1) Look at the map of the communication pathway from Scenario 1
- 2) Practice developing a communication message with a clear goal for information needed or action needed which takes into account the principles of risk communication (know your audience, know your message)
 - a. Practice writing and speaking a message from the veterinarian to the agency contacted during scenario 1.
 - b. Practice writing and speaking a message from the agency contacted back to the veterinarian.
 - c. Discuss what worked and what did not work as well within each of the two messages you have developed.

Spokesperson from your group will report findings to the larger group

Exercise 2

Scenario 2

A few days pass. The livestock owner finds that many of the daily tasks on the farm have not been completed. The veterinarian also notices that several of the regular staff workers did not come to work. All 12 worked their regular shift the day before. The farm supervisor says that 12 of the workers are out today because they are ill. He says that many had recently taken a holiday. Some went to the village of Serpentine, in neighboring Dragonfruit province, and visited a live or wet market, with many kinds of birds and animals. Others on holiday visited family in different provinces. During this visit, the veterinarian decides to check on the workers. The vet observes ill workers that have high fever, general discomfort or malaise, joint pain, and headaches. The vet offers transportation to the nearest hospital. All workers accept.

Activity: Describe what is in the risk communication message

- 1) Look at the map of the communication pathway from Scenario #2
- 1) Practice developing a communication message with a clear goal for information needed or action needed which takes into account the principles of risk communication (know your audience, know your message)
 - a. Practice writing and speaking a message for at least one communication pathway for reporting the disease incidents
 - b. Practice writing and speaking a message from the agency responding to the report
 - c. Discuss what worked and what did not work as well within each of the two messages you have developed.

Spokesperson from your group will report findings to the larger group

Exercise 2

Scenario 3

In a matter of a few days, several hospitals and pig farms in the same region are seeing hundreds of cases of ill pigs with respiratory symptoms. People that have had contact with pigs are reporting to hospitals with flu-like symptoms. Other people that have not had contact with pigs are also reporting to hospitals in large numbers complaining of flu-like symptoms, joint pain and headaches.

Activity: Practice development of risk communication messages specific to this part of the scenario

- 2) Look at the map of the communication pathway from Scenario #3
- 3) Practice developing a communication message with a clear goal for information needed or action needed which takes into account the principles of risk communication (know your audience, know your message)
 - a. Practice writing and speaking a message for at least one communication pathway for reporting the disease incidents
 - b. Practice writing and speaking a message from the agency responding to the report
 - c. Discuss what worked and what did not work as well within each of the two messages you have developed.

Spokesperson from your group will report findings to the larger group

Exercise 3- Part 1: Communication to neighboring countries

If this disease were occurring along a province which borders a neighboring country, how would you share the information with a neighboring country?

Using the paper labeled "Exercise 3," draw the communication path from a neighboring country to your country [the agencies in public and animal health, quarantine and laboratories who would be communicating] during a border outbreak.

On the drawing, list type of communication used (phone, email, other). Also list the timeline for reporting to the other country and for response expected from that country.

Are there ways to make communication systems stronger at this point?

- Would there be a more efficient way to contact the other country? (phone, email, other)?
- Would there be a more efficient way for the agency to respond to a report?
- Are the timelines sufficient to address the issue?
- Do you recommend changes to the current plan for reporting across the border?
- Is there a policy in place for communication or reporting at this stage of the scenario? If so, what is the policy? If not, should a policy be developed to standardize the communication?

Spokesperson from your group will report findings to the larger group by bringing up communication maps to the front of the room

Exercise 3- Part 2: Interagency health risk communication message across borders

At this point, the disease is occurring in your country and is likely to cross the border (or may already have crossed the border) into a neighboring country.

Please design a statement from your agency (and note which agency) to a specific agency (please describe which agency) in a neighboring country about the potential for the outbreak to cross jurisdictional lines. Consider the principles of risk communication: know your audience, your message and your goal.

List your audience

List your goal

Write out your message

Discuss how this type of message differs from interagency discussion within a country. How did the audience change the message.

Practice developing the type of response you would like to hear back from the agency in the neighboring country. Think about what would be the most helpful—again, consider the goal of the message.

List any existing communication policies that contain specific inter-country reporting criteria which might apply. Are additional policies needed or are current policies sufficient?

List challenges in developing interagency messages.

Spokesperson from your group will report findings to the larger group

As time allows, the group will discuss these issues as they relate to the Mekong Delta in general and we will identify specific strengths and opportunities to improve communication policies and messaging.