

Interagency Avian and Pandemic Influenza Communication Task Force for the Americas

24th – 25th July 2006

Venue: PAHO Headquarters, Room B
525 Twenty-Third St. NW, Washington D.C.

OBJECTIVES:

Achieve consensus on:

1. A joint interagency communication framework and coordination mechanism for the region
2. An interagency work plan that defines a division of labor, strengthens support to countries and ensures that all audiences are reached and that messages are coherent and mutually reinforcing
3. Next steps

AGENDA

Monday 24th July

08h45 – 08h50	Welcome	Bryna Brennan, PAHO
08h50 – 09h20	OPENING <i>Expectations from this meeting and Task Force, and strengths each agency brings to avian and human influenza communication</i>	
	<p>Mirta Roses Periago, Director, PAHO Nils Kastberg, UNICEF Regional Director for Latin America and the Caribbean Jim Butler, Deputy Director General, IICA Luis Barcos, Regional Director OIE Oscar Manuel Gutiérrez, Executive Director, OIRSA David Nabarro, UN System Influenza Coordinator (video)</p>	
09h20 – 9h35	Avian Influenza	German Rojas, FAO Jim Butler, IICA
	<ul style="list-style-type: none"> • <i>An overview of the threat, status of preparedness & challenges for the region</i> 	
9h35 – 09h50	Pandemic Influenza	Otavio Oliva, PAHO
	<ul style="list-style-type: none"> • <i>An overview of the threat, status of preparedness & challenges for the region</i> 	
09h50 – 10h05	The Socio-Economic Consequences	Andre Medici, IDB
	<ul style="list-style-type: none"> • <i>An overview of the impact to date</i> • <i>The potential impact of avian influenza and a pandemic</i> 	
10h05 – 10h20	Pandemic Influenza: Emergency Preparedness & Response	Wendy Cue, OCHA
	<ul style="list-style-type: none"> • <i>Emergency networks & systems in a pandemic</i> 	
10h20 – 10h45	Q&A	Moderator: Mario Bravo, WB
10h45 – 11h00	Coffee Break	
11h00 – 11h20	Communication & Interagency Collaboration	Marjorie Newman-Williams, UNICEF

- *Interagency collaboration at global & regional levels*
- *Lessons learned from other regions*
- *UNICEF's communication strategy*

11h20 – 11h40 **Communication Work To Date in the Region** Bryna Brennan, PAHO

- *Communication components of country plans & key target audiences*
- *Outcomes from Buenos Aires, Cusco & other preparatory meetings*

11h40 – 12h00 **A Regional Interagency Communication Framework** Robert Cohen, UNICEF

- *The elements of the framework*
- *An inter-agency work plan, coordination mechanism and calendar*
- *Terms of Reference for the Task Force*

12h00 – 13h00 **Discussion** Moderator: Chris Hansen, IICA

13h00 – 14h00 **Lunch break**

Working Groups - Work Planning For the Strategic Framework¹ ALL

14h00 – 14h30 **A. Knowledge Management & Information Sharing** Bari Rabin, World Bank

- *Development and coordination of a common web-based regional resource center*
- *Regional networking to share best practices & lessons learned*
- *Building a common calendar of events and activities*

14h30 – 15h30 **B. Working with the Private Sector** Fernando Flores, ECLAC

- *The role of the private sector in preparedness & prevention*
- *Engaging with poultry producers*
- *Collaborating with the tourism, transport, telecommunication & other sectors*
- *Engaging with market research and PR agencies*

15h30 – 15h45 **Coffee Break**

15h45 – 16h30 **C. Working With the Media** Donna Eberwine, PAHO

- *Outbreak & risk communication*
- *Joint briefings & trainings for timely, accurate & balanced reporting*
- *Strengthening media partnerships*
- *Media monitoring*
- *A joint media campaign?*

16h30 – 17h30 **Working Groups Report Back** Rapporteurs

17h30 – 19h30 **Director's Reception**

Tuesday 25th July

08h45 – 09h00 **Key Outcomes of Day 1 & Expected Outcomes for Day 2** Timothy Wall, UN/DPI

Working Groups Cont. - Work Planning For the Strategic Framework ALL

¹ For each of the topics, there will be three working groups which will designate rapporteurs who will report back to plenary

09h00 – 10h00	D. Strengthening the Communication Components of National Plans	Kathy Sanchez IDB
	<ul style="list-style-type: none"> • <i>Addressing gaps in country strategic communication plans</i> • <i>Reaching key audiences in a multi-cultural region</i> • <i>Communication monitoring & evaluation</i> • <i>Improving strategic communication support to countries</i> 	
10h00 – 11h00	E. Working with Existing Partners and Building New Alliances	Hugo Prado, PAHO
	<ul style="list-style-type: none"> • <i>Mapping & engaging existing networks</i> • <i>Linking with others & building new partnerships</i> 	
11h00 – 11h40	F. An Inter-Agency Communication Toolkit	Robert Cohen, UNICEF
	<ul style="list-style-type: none"> • <i>What multi-media tools and guidelines are needed for different audiences</i> • <i>Creating country-adaptable tools and products</i> 	
11h40 – 12h10	Working Groups Report Back	Rapporteurs
12h10 – 13h00	Discussion	Moderator: Erwin Northoff, NNSIC
13h00 – 14h00	Lunch Break	
Plenary Discussion		
14h00– 14h45	Costing, Budgeting and Funding Challenges	Moderator, WB, IDB
	<ul style="list-style-type: none"> • <i>Mapping out available resources for communication</i> • <i>Mobilizing resources for regional efforts</i> 	
14h45 – 15h45	Coffee Break	
15h45 - 16h30	Agreements & Next Steps	Moderators: Bryna Brennan, PAHO & Robert Cohen, UNICEF
	<ul style="list-style-type: none"> • <i>Summary of agreements & joint work plan</i> • <i>Coordination mechanism</i> • <i>How often should we have conference calls, meetings, etc.</i> • <i>Agenda points for next meeting</i> 	
16h30	Closing Remarks	