

VI Interagency Meeting on Strategic Communication for Avian and Human Pandemic Influenza

Inter-American Institute for Cooperation on Agriculture (IICA)

Headquarters, Costa Rica

July 27 – 28, 2010

Objectives

1. To share communication experiences and best practices surrounding avian/pandemic influenza.
2. To exchange information on communication strategies and activities in the region.
3. To evaluate and develop new ways of working collaboratively over the next year.

Tuesday, July 27

08:45 – 09:00	Registration	
09:00 – 09:05	Welcome	<i>Monica Montero, IICA</i>
09:05 – 09:25	Opening remarks	<i>James French, IICA</i>
09:25 – 09:40	Overview of the Day	<i>Monica Montero, IICA</i>
09:40 – 10:00	Update on World and Regional Situation H1N1 and H5N1 - World Overview 10’’ - Regional Overview 10’’	<i>Bryna Brennan, PAHO</i> <i>Annette Hearn, PIC/OCHA</i>
10:00 – 10:20	Coffee Break	
	Presentations by participants on the activities of their agency in the region over the last year, developments in their field of expertise and capabilities on risk communication (20’’ each)	
10:20 – 10:40	IICA presentation	<i>Ana Marisa Cordero, IICA</i>
10:40 – 11:00	USDA presentation	<i>Angela Harless, USDA</i>
11:00 – 11:20	CFIA presentation	<i>James Stott, CFIA</i>
11:20 – 11:40	Discussion	<i>Interagency Group</i>
11:40 – 12:00	PAHO presentation	<i>Bryna Brennan, PAHO</i>
12:00 – 12:20	UNIC Mexico / UN DPI New York presentation	<i>Juan Miguel Diez, UNIC Mexico</i>
12:20 – 12:40	CDC presentation	<i>Joanne Cox</i>
12:40 – 13:00	UNICEF presentation	<i>Jesus Lopez-Macedo</i>
13:00 – 14:00	Lunch	
14:00 – 14:30	Discussion	<i>Interagency Group</i>
14:30 – 15:30	Conference: Reducing Risk of Infectious Diseases at the Animal – Human – Ecosystems Interface. Q & A.	<i>Thereza Bonilha Dubugras, Ph.D., Risk Communication Consultant</i>
15:30 – 15:50	Coffee Break	
15:50 – 17:00	Discussion and Closure of Day 1	<i>Interagency Group</i>
17:00 – 19:00	Reception	

Wednesday, July 28

08:30 – 08:45	Summary of Day One	<i>Monica Montero, IICA</i>
08:45 – 09:15	Agreements taken by the Interagency Group 2006 – 2009	<i>Juan Miguel Diez, UNIC Mexico</i>
09:15 – 10:15	Identification of main topics to be included in the work plan - Drafting a Work Plan	<i>Interagency Group</i>
10:15 – 10:30	Coffee Break	
10:30 – 11:00	Work Plan Consolidation and Adoption	<i>Interagency Group</i>
11:00 – 11:30	Follow – up and Interagency communications mechanisms	
11:30 – 12:00	Round – up and closing messages	
12:00 – 12:30	End of the interagency meeting	<i>Ana Marisa Cordero, IICA</i> <i>Monica Montero, IICA</i>
12:30 – 13:30	Lunch	

Guidelines for presentations

- Communication strategies and activities implemented
- Best practices
- Lessons learned / Communication challenges
- Suggestions to develop new ways of working collaboratively over the next year as interagency group
- Capabilities on risk communication (human resources, infrastructure) to seek possibilities of joint activities over the year