

Agenda

3rd Interagency Meeting on Strategic Communication for Avian/ Pandemic Influenza

28 February 2008

Pan American Health Organization
525 Twenty-Third Street, NW
Washington, DC

OBJECTIVES:

1. To share communication experiences and best practices surrounding AI/PI.
 2. To exchange information on communication strategies and activities in the region.
 3. To forge new ways of working collaboratively over the next year.
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AGENDA

8h55 – 8h50	Welcome	<i>Bryna Brennan, PAHO</i>
9h00—9:10	Opening <ul style="list-style-type: none">• <i>Strategic communication: AI/PI preparedness and prevention.</i>	<i>Dr. Marlo Libel, Communicable Disease, PAHO</i>
09h20 – 9h35	Avian Influenza Communication Issues <ul style="list-style-type: none">• <i>An overview of the communication issues and challenges</i>	<i>Rosane Lopes, PANAFOTSA Monica Montero, IICA Alex Thiermann, OIE</i>
9h35 – 09h50	Pandemic Influenza Communication <ul style="list-style-type: none">• <i>An overview of preparedness and challenges for the region</i>	<i>Bryna Brennan, PAHO Robert Cohen UNICEF</i>
09h50 – 10h05	The Socio-Economic Consequences <ul style="list-style-type: none">• <i>The potential impact of avian influenza and a pandemic</i>	<i>Presentation by Nigerian delegation, WB Andre Medici, IDB</i>
10h05 – 10h25	Pandemic Influenza: Emergency Preparedness & Response <ul style="list-style-type: none">• <i>Emergency networks & systems</i>	<i>Maria Gaspar, OCHA Marsha Vanderford, CDC</i>
10h25 – 10h45	Q&A	
10h45 – 11h00	Coffee break	
11h00 – 12h30	Communication & Interagency Collaboration <i>Panel discussion</i>	<i>Tim Wall, UN/DPI UNSIC Juan Miguel Diez, UN/DPI UNICs LAC</i>
12h30 – 13h30	Lunch	
13h30 – 15h30	Communication strategies that work <i>Panel discussion</i>	<i>Stephanie Marshall, HHS Angela Harless, USDA</i>
15h30 – 15h45	Coffee break	
15h45 – 17h00	Next steps	<i>Robert Cohen, UNICEF</i>