

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

Follow-up 2010

1. Update membership of Task Force, contact information and responsibilities (Bryna Brennan PAHO will share matrix, modifications and additions must be sent by everyone before August 6). Additional relevant agencies in the region will be encouraged to join the Task Force.
2. Jointly develop a training programme on risk communications to address requests received by IICA Member Countries (PAHO and IICA will engage in preliminary discussions to build over existing programmes, bilateral proposal would be shared to members of Task Force so other agencies can join in - IICA will consult internally and advise by the end of the week). Programme will include compiling a list of potential trainers in the region.
3. List of global, regional and country websites about risks/crisis communications (Send list of top five websites to UNIC by August 6).
4. List of focal points of the UNETE Country Teams (OCHA) and the Communications Groups (UNIC) in the region to provide them with access to the virtual forum for information exchange and to be included in mailing lists to the region (August 6).
5. Develop an emerging animal disease and food safety risk communications strategy by IICA-AHFS with support of USDA, CFIA and OIE.
6. Send all communications materials, including links, guidelines and strategies, for uploading into: www.redhum.org/ (Enrique Samudio OCHA), www.paho.org/riskcomm (Bryna Brennan PAHO). For www.influenzaresources.org, managed by UNICEF, Jesus Lopez-Macedo will contact Task Force members to feedback on enhancements for the website and collaboration). Further discussion on content integration will continue. (Ongoing task no deadline).
7. Update Redhum Calendar with upcoming activities in the region (All Interagency Members).
8. UNIC will compile a list of best resources on risk communications (websites, tools, manuals, documents, etc.). All members of the Task Force will provide inputs (the Top Five recommended by each agency by August 6).

9. Develop a basic information leaflet (one-pager / format to be defined PDF, website and print) on the Task Force which will include information on Risk Communications. Contents will be based on WHO risk communications information. OCHA will inform the Task Force members if is able to handle this assignment.
 10. Guidelines and inputs from Task Force members. CDC will verify if cards are available in Spanish, if not contents will be translated for inclusion.
 11. Follow-up with the agenda of UN regional directors for the inclusion of the work of the Task Force at upcoming meeting.
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 - Juan Miguel Diez, Information Officer, UN Information Centre, Mexico
 - Annette Hearn, Regional Planning Officer, Pandemic Influenza Coordination (PIC), UN Office for the Coordination of Humanitarian Affairs (OCHA)
 - Enrique Omar Samudio, National Officer, Pandemic Influenza Coordination (PIC), UN Office for the Coordination of Humanitarian Affairs (OCHA)
 - Marnie Navarro, OCHA Redhum Project - Costa Rica
 - Jesus Lopez-Macedo, C4D Specialist (A/PI), Communication for Development GRCE, Division of Policy and Practice UNICEF New York
 - Joanne Cox, Deputy Director CDC Emergency Communication System
 - Angela Harless, Communications Coordinator, Office of Communications (USDA)
 - James Stott, Director Ministerial and Corporate Communications, Canadian Food Inspection Agency (CFIA)
 - Jose Joaquin Oreamuno Toledo, OIE Subregional Representative for Central America
 - Ana Marisa Cordero, Agricultural Health and Food Safety Specialist (IICA)
 - Amy Delgado, Specialist in Animal Health (IICA)
 - Ericka Calderon, Agricultural Health and Food Safety Specialist (IICA)
 - Patricia Leon, Coordinator of the Social Communication Unit (IICA)
 - Monica Montero, Communication Specialist, Social Communication Unit (IICA)
 - Alejandra Chaves, Journalist, Social Communication Unit (IICA)