Communication, decision support and capacity building cluster

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(Modules 8 and 9)
What is this cluster about?

RESEARCH INTO POLICY AND PLANNING
From the project document

- To aid **decision makers in developing evidence-based pro-poor HPAI control measures at national and international levels**.....

The project will contribute to

- ...... **Effective and socially equitable** control measures and implementation strategies.....

- Enhanced capacity for **formulation, interpretation, communication, and negotiation**......

The cluster has about 8 outputs to deliver
What does it mean in practice?
Principles for the cluster

1. Cross cutting

2. Knowledge management i.e. people using information to make decisions

3. Flexible, taking advantage of multiple approaches and entry points.

4. Emphasis has shifted from decision support tools to decision support processes i.e. negotiated processes.
Stakeholders

1. **Internal** stakeholders (within our own organisations).

2. **National** stakeholders: who influences the development of animal health policies and plans in the country where you work?

3. **International**: who influences global groups (e.g. UNSIC, the Global Animal Health Initiative)? and regional groups (ASEAN, IBAR)?
LEARNING FROM GOOD PRACTICE

1. Review and document risk communication and decision support approaches
   (Review reports)

A PLAN FOR THE WAY WE COMMUNICATE

2. Masterplan for a communication strategy - internal and external.
   (Agreed by all of us)
A PLAN FOR THE WAY WE ADVOCATE

3. HPAI risk communication systems in project countries mapped and intervention points assessed.

(Reviewing / “mapping” what actually happens in the countries where the project works, engaging the government and other main stakeholders from the start)
DECISION SUPPORT

5. User friendly decision support tools identified, tested, documented and available to decision analysts in project countries.

• Workshops from Modules 2 - 7; Tools (mostly conceptual rather than software); “Decision support” series of publications.
DYNAMIC, VISIBLE OUTPUTS

4. Specific risks associated with project findings communicated to analysts, decision makers and other key stakeholders in project countries and international agencies.

• Website; database; Reports of Workshops from Modules 2 - 7; Project results in other knowledge networks; Inputs to annual international meetings on HPAI; “Animal health communication” series of publications.
HUMAN CAPACITY

6. Evidence-based HPAI risk and impact analyses
7. Professionals from project countries competent in risk assessment, economic and livelihoods impact assessment, cost-benefit/effectiveness analysis.
8. Trainees who participated in workshops present HPAI control options and their outcomes to policy makers and peers

- On-the-job training
- Training workshops
- Opportunities to discuss results with planners and peers
SOME QUESTIONS

• Who are the “decision makers” and their advisors? How do they find and use evidence? How do we assist them? What are the existing policy and decision-making process that we can work with?

  Can we start the engagement/ mapping in January? Where can we begin/ test the process?

• How do we communicate effectively between ourselves?

  Anchors for project management: Joachim, Clare, ?Asia, ?Africa

  Anchors for this cluster: Anni (FAO/ UCB/ RVC); Klaus (IFPRI/ ILRI); Asia region? Africa region?
SOME QUESTIONS

• How will we consistently document decision support processes? Will need an agreed format that can be applied by teams in each country.

  Who will be the anchors in each organisation/ region?

• We’ll need to put together a list of international meetings and decide who attends and what they say.

• How best to make training relevant, timely? How to combine the impact of “on the job” training with more formal courses.
SOME QUESTIONS

• Can control measures be effective and socially equitable at the same time? How do we communicate this?

Who in government do we need to engage? Beyond the veterinary services?