

# Communication, decision support and capacity building cluster

Anni McLeod, FAO HQ

(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 overnment 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?**