



Global Development Learning Network

An Inter-Regional Knowledge Sharing Series on Avian and Human Influenza



Seminar 2 Communications Planning

A videoconference-based distance learning seminar organized by the Centers for Disease Control and Prevention, World Bank, UN, UNICEF, WHO and Partners



September 26, 2006

In cooperation with the following GDLN affiliates:

- CDC (Atlanta)
- Chulalongkorn University, Thailand
- Tokyo Development Learning Center
- University of Indonesia Distance Learning Center
- Vietnam Development Information Center
- WB China Distance Learning Center
- WB France Distance Learning Center
- WB Office Cambodia
- WB Office Indonesia
- WB Office Lao PDR
- WB Office Turkey
- WHO Office Geneva

Introduction

The World Bank is pleased to offer a series of inter-regional knowledge and learning seminars where institutions, governments, technical agencies, donors, NGOs, and other stakeholders around the world can regularly discuss topics that are of high priority when dealing with Avian and Human Influenza (AHI) preparedness. The seminars will provide for an exchange of knowledge, a review of progress, and the sharing of experiences and good practices and lessons that have been learned. All information and resources that are developed for use in these seminars will be made available to the Bank and its partners for application and use, as appropriate. It is intended that this series will better enable the Bank and its partners to strengthen their approach to knowledge and capacity building on AHI issues around the world.

Webcast Live at <http://vcg01.worldbank.org/vc/>
URL <http://www.worldbank.org/avianflu>

Seminar

This seminar follows on from a workshop that was held in Bangkok by the CDC. Participants included communications officers from the Ministries of Health, Agriculture, Information and Education in various Asian countries. The goals of the original workshop were to refine the Pandemic Influenza Communications plans of these nationals and to establish a regional health communications network enabling nations to rely upon neighboring countries for sharing of materials and messages. This seminar will re-establish links among the workshop participants where they will present their experiences and updates on their communications strategies. The communications offices (or their equivalent) from ministries in addition to representatives from civil society, donor community, NGOs, government agencies and staff from the CDC, IEC, World Bank, UN, WHO, FAO, UNICEF and EC will participate.

Program Contacts

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Bob McGough. Instructional Designer, rmcgough@worldbank.org

Featuring:

- **United Nations** - by **Dr. David Nabarro**, Senior UN System Influenza Coordinator, United Nations, New York
- **CDC - Focus Groups** by **Dr. Betsy Mitchell**, Division of Health Communication and Marketing Strategy, National Center for Health Marketing, CDC, Atlanta
- **WHO - Current State of H5N1** by **Dr. Paul Gully**, Senior Advisor to the Assistant Director-General
- **UNICEF** - by **Dr. Susan Mackay**, Regional Program Communication Officer, East Asia & Pacific
- **World Bank - An Update from Turkey** by **Mr. Halil Agah**, Sr. Rural Dev. Spec., Eastern Europe and Central Asia **ASEAN Secretariat - HPAI Surveillance, Information Sharing & Diagnosis** by **Dr. Bounpheng Philavong**, Sr. Officer, Human Development Unit and **Dr. Noel Miranda**, Consultant
- **Komnas FBPI** - by **Ms. Suzanna Dayne**, Media Advisor
- **Thailand MOPH-US CDC Collaboration, Ministry of Public Health - An Update from Thailand** by **Dr. Praphasri Jongsuksuntigul**, Director of Influenza Program Office, Department of Disease Control
- **China Center for Disease Control and Prevention** by **Dr. Yuanji Guo**, Professor and **China Animal Health and Epidemiology Center** by **Mr. Bao Xu Huang**, Chief Scientist
- **Lao PDR Ministry of Health - AI Communication Strategy and the Achievements** by **Dr. Anothay Kongsayasak**, Director, Center for Information and Education on Health
- **Vietnam Ministry of Health, Dr. Nguyen Quang Thuan** Director, Health Communication and Education Centre and **Dept. of Animal health of MARD, Dr. Van Dang Ky Vice**, Chief Epidemiology Division

Locations & Local Times

- Beijing**, 2:00-6:00 PM
Tianxiu Kang. Email: tkang1@worldbank.org
- Bangkok**, 1:00-5:00 PM
Achara Kuwinpant. Email: achara@mail.car.chula.ac.th
- Hanoi**, 1:00-5:00 PM
Linh Hoai Nguyen. Email: lnguyen@worldbank.org
- Jakarta**, 1:00-5:00 PM
Prabha Chandran. Email: pchandran@worldbank.org
- Phnom Penh**, 1:00-5:00 PM
Saroeun Bou. Email: sbou@worldbank.org
- Vientiane**, 1:00-5:00 PM
Vieng Srithirath. Email: vsrithirath@worldbank.org
- Tokyo**, 3:00-7:00 PM
Eiko Wataya. Email: ewataya@worldbank.org
- Ankara**, 9:00 AM-1:00 PM
Furuzan Bilir. Email: Fbatumlu@worldbank.org
- Atlanta GA**, 2:00-6:00 AM
Pat Jones Ford. Email: pji1@cdc.gov
- Geneva WHO**, 8:00 AM-12:00 PM
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