

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

Seminar 2 – Communications Planning

Final Program Running Order

Tuesday, September 26, 2006

Cities & Times:

1. Washington, D.C., USA, (GDLN Studio MC-C2-123), 2:00-6:00 AM (Program Coordinating Site)
2. Ankara, Turkey (World Bank Office), 9:00 AM-1:00 PM
3. Bangkok, Thailand (Thailand DLC), 1:00-5:00 PM
4. Beijing, China (China DLC), 2:00-6:00 PM
5. Geneva, Switzerland (WHO Office), 8:00 AM-12:00 PM
6. Hanoi, Vietnam, (Vietnam DLC), 1:00-5:00 PM
7. Jakarta, Indonesia (World Bank Office), 1:00-5:00 PM
8. Phnom Penh, Cambodia (World Bank Office), 1:00-5:00 PM
9. Tokyo, Japan (Japan DLC), 3:00-7:00 PM
10. Vientiane, Lao PDR (World Bank Office), 1:00-5:00 PM
11. Atlanta, USA (CDC Office), 2:00-6:00 AM

Observer Site:

12. Paris, France (France DLC), 8.00 AM-12.00PM

Moderator: Roy Wadia, Director of Communications, British Columbia Centre for Disease Control (from Washington)

Seminar Facilitators: Ankara (Halil Agah), Atlanta (Dr. Betsy Mitchell, CDC) Bangkok (Kwanchai Niyomthamkit), Beijing (Dr Francette Dusan, WHO), Geneva (Dr. Paul Gully, WHO), Hanoi (Linh Nguyen), Jakarta (Louise Scura), Phnom Penh (Amara Khiev), Tokyo (Eiko Wataya), Vientiane (Dr. Anothay Kongsayasak, Lao PDR MoH)

GDLN Contacts: Ankara (Furuzan Bilir), Atlanta (Pat Jones), Bangkok (Achara Kuwinpant), Beijing (Tianxiu Kang), Geneva (Michel Louis), Hanoi (Linh Nguyen), Jakarta (Prabha Chandran), Phnom Penh (Amara Khiev), Tokyo (Yuka Yabashi), Vientiane (Viengsamay Srithirath), Washington (Bob McGough)

Participants: Civil society, donor community, NGOs, government representatives and staff from the CDC, World Bank, UN, WHO, FAO, UNICEF and EC

Country Presentations Organized by CDC:

- (1) China; (2) Indonesia (3) Lao PDR; (4) Thailand; and (5) Vietnam

Suggested Outline of Presentations:

- Update on national influenza communications plans
- Provide an overview on current communications activities
- Discuss coordination efforts between the different national ministries
- What's working successfully?
- What assistance is needed?
- Ideas on regional collaborative efforts

Given By:

- **China** – by **Dr. Yuanji Guo**, Professor, China Center for Disease Control and Prevention and **Dr. Baoxu Huang**, Chief Scientist, China Animal Health and Epidemiology Center.
- **Lao PDR** - *AI Communication Strategy and the Achievements* by **Dr. Anothay Kongsayasak**, Director of the Center for Information and Education on Health, Ministry of Health.
- **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. Ministry of Public Health.
- **Vietnam** – by **Dr. Nguyen Quang Thuan**, Director of the Health Communication and Education Centre, Ministry of Health and **Dr. Van Dang Ky Vice**, Chief Epidemiology Division of Department of Animal health of MARD

Institutional Presentations Given By:

- **CDC** – *Focus Groups* by **Dr. Betsy Mitchell**, Division of Health Communication and Marketing Strategy, National Center for Health Marketing, CDC, Atlanta.
- **United Nations** – by **Dr. David Nabarro**, Senior UN System Influenza Coordinator, United Nations, New York.
- **WHO** – *Current State of H5N1* by **Dr. Paul Gully**, Senior Advisor to Ass. Director-General
- **UNICEF** – *An Update By UNICEF* by **Dr. Susan Mackay**, Program Communication Officer, East Asia & Pacific.
- **World Bank** – *An Update By the World Bank Turkey* by **Dr. Halil Agah**, Senior Rural Development Specialist, Eastern Europe and Central Asian Region.
- **Komnas FBPI** – by Ms. **Suzanna Dayne**, Media Advisor
- **ASEAN Secretariat** – *H5N1 Surveillance, Information Sharing and Diagnosis* by **Dr. Bounpheng Philavong**, Senior Officer, Human Development and **Dr. Noel Miranda**, Avian Flu Consultant for ASEC

Live Webcast: The seminar will be webcast live on the Bank's Avian Flu website at <http://vcg01.worldbank.org/vc/>. Observers may send in questions to AHISEMINARS@worldbank.org. Time permitting, all questions will be addressed by the moderator either during the seminar or shortly thereafter.

Sites should contact the NOC (1-202-473-7000) if they experience any technical difficulties.

Program

TIME	ACTION	WHO	COMMENTS
Pre-Connection to sites: Times are stated in Eastern Standard Time (Washington, DC)			
01:00 – 01:59 AM	Connection to sites.	WBOs, DLCs	Testing of all sites by TDLC
Staff, guests, and participants arrive			
01:45-01:59 (14 min)	Arrive in DLCs and WBOs.	Speakers, guests, participants	Welcomed by DLC and Bank staff. Brief orientation given on participating sites, overview of the program running order and dialogue format.
Welcome and Introduction to Seminar			
02:00-02:02 (2 min)	Welcome to all sites and brief introduction of Moderator	Melinda Frost, Acting Lead, Global Communications, CDC Atlanta	<ul style="list-style-type: none"> • Open the seminar. • Introduce Roy Wadia.
02:02-02:07 (5 min)	Welcome all sites, brief introduction to the seminar and first speaker.	Roy Wadia, Moderator	<ul style="list-style-type: none"> • Introduce all sites • Announce that seminar is being webcast live and invite observers to send questions by email to AHISEMINARS@worldbank.org. If questions are not answered in the seminar, they will be shortly after. • Note allocated times for each activity. • Provide brief overview of the program.
United Nations			
02:07-02:12 (5 min)	UN Perspective and comments	Dr. David Nabarro	
Presentation: China's Experience			
02:12-02:22 (10 min)	Presentation of China's effort to establish Communications planning	Mr. Yuanji Guo and Mr. Baoxu Huang	
Presentation: Komnas FBPI and ASEAN Secretariat			
02:22-02:32 (10 min)	Presentation of Indonesia's ASEAN Presentation	Suzanna Dayne Bounpheng Philavong Dr. Noel Miranda	Will provide some information about upcoming ASEAN AHI initiatives
Presentation: UNICEF, Bangkok			
02:32-02:52 (20 min)	An update from UNICEF	Susan Mackay	
Open Discussion			
02:52 – 03:02 (10 min)	Participants are invited to ask questions and make comments relating to presentation	Moderator and all sites	<ul style="list-style-type: none"> • Questions limited to the presentation • One or two questions per site
Presentation: Lao PDR's Experience			
03:02-03:12 (10 min)	Presentation of Lao PDRs's effort to establish Communications planning	Dr. Anothay Kongsayasak	
Presentation: Thailand's Experience			
03:12-03:22 (10 min)	Presentation of Thailand's effort to establish Communications planning	Dr. Praphasri Jongsuksuntigul	
Presentation: Vietnam's Experience			
03:22-03:32 (10 min)	Presentation of Vietnam's effort to establish Communications planning	Dr. Nguyen Quang Thuan and Dr. Van Dang Ky	
Open Discussion			
03:32-03:47	Participants are invited to ask	Moderator and all	<ul style="list-style-type: none"> • Coordinate Q&A with presenter

(15 min)	questions and discuss their own views regarding the three previous presentations	sites	<ul style="list-style-type: none"> About 2 minutes per site:
Break			
03:47 – 04:02 (15 min)		All sites	<ul style="list-style-type: none"> Announce break and remind participants to be seated by 4.00am.
Presentation: World Bank Turkey Office			
04:02 – 04:17 (15 min)	An Update From World Bank Turkey	Dr. Halil Agah	
Questions and Answers			
04:17 – 04:27 (10 min)	Participants are invited to ask questions and make comments relating to presentation	Moderator and all sites	<ul style="list-style-type: none"> Questions limited to the presentation One or two questions per site
Presentation: WHO			
04:27-04:47 (20 min)	Current State of H5N1	Dr. Paul Gully	
Questions and Answers			
04:47-04:57 (10 min)	Participants are invited to ask questions and make comments relating to presentation	Moderator and all sites	<ul style="list-style-type: none"> Questions should be limited to the presentation One or two questions per site
Presentation: CDC			
04:57-05:17 (20 min)	Communication Research Methods	Dr. Betsy Mitchell	
Questions and Answers and Final Comments			
05:17-05:32 (15 min)	Participants are invited to ask questions and make any final comments that they would like to make regarding the CDC presentation and seminar	Roy Wadia and all sites	<ul style="list-style-type: none"> Questions limited to the presentation One or two questions per site
Closing Remarks			
05:32-05:37 (5 min)	Closing Comments by CDC	Melinda Frost	Final statements and suggestions for future activities
05:37-05:45 (8 min)	Thanks participants and gives closing remarks.	Roy Wadia	Mention that this seminar is the <i>second</i> in a global series to be offered on the subject of Avian & Human Influenza, and suggest that each participant encourage others to participate in the future seminars. Latest information will be found on the CDC's website and the Bank's Avian Flu website: www.worldbank.org/avianflu
End Note: Total duration is programmed for 239 minutes			

Evaluation questionnaires will be prepared by the seminar's ID (Instructional Designer), Dr. Robert McGough. Each interactive site will be asked to administer the questionnaire to all participants immediately after the event and to send the results to the questionnaire to the ID for analysis and distribution to the sponsors.