SOCIAL MEDIA TOOLKIT

The guide ‘Taking a Multisectoral, One Health Approach: A Tripartite Guide to Addressing Zoonotic Diseases in Countries’ is ready to be launched on 11 March 2019.

About the guide

The guide, referred to as the Tripartite Zoonoses Guide (TZG), has been jointly developed by the FAO, OIE, and WHO to support countries in taking a One Health approach to address zoonotic diseases.

The TZG provides principles, best practices and options to assist countries in achieving sustainable and functional collaboration at the human-animal-environment interface.

As a champion of this project, you can help to reduce the impact of zoonoses at national level by promoting the implementation of the TZG.

HOW CAN YOU DO IT?

Use this toolkit to better disseminate the TRIPARTITE ZOONOSES GUIDE

1. Use in your social media channels the messages below, adapting them to your language and country. The messages address two main targets:
   - Decision makers
   - Technical users of the TZG

2. Create your own social media messages or participate in the conversations using the hashtag #TripartiteZoonosesGuide. Don’t forget to include a link to the TZG:
   - www.oie.int/tripartitezoonosesguide
3. The FAO, OIE and WHO will promote the TZG in their social media channels using the hashtag #TripartiteZoonosesGuide. Follow us and share our messages! Don’t forget to tag us in your posts.

Social media accounts:

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In addition, you can use the following hashtags:
#zoonoses #OneHealth #publichealth #animalhealth #foodsafety #AMR

### General messages

- Countries need to be prepared for emerging diseases challenges, being able to detect & respond to them. FAO, OIE and WHO jointly developed a #TripartiteZoonosesGuide to support countries in achieving this preparation for #zoonoses [www.oie.int/tripartitezoonosesguide](http://www.oie.int/tripartitezoonosesguide)

- A #OneHealth approach is crucial to build national mechanisms to address health threats at the human-animal-environment interface. Learn how in the #TripartiteZoonosesGuide [www.oie.int/tripartitezoonosesguide](http://www.oie.int/tripartitezoonosesguide)

### Messages you can use to address decision makers

- The impact of #zoonoses goes beyond human and animal health: #livelihoods and economies are also affected, meaning that one sector cannot effectively address them alone. Multisectoral bridges can be built by implementing the #TripartiteZoonosesGuide [www.oie.int/tripartitezoonosesguide](http://www.oie.int/tripartitezoonosesguide)

- The #TripartiteZoonosesGuide assists countries in achieving sustainable and functional collaboration among all the sectors responsible for health: a crucial step to addressing the challenges posed by #zoonoses [www.oie.int/tripartitezoonosesguide](http://www.oie.int/tripartitezoonosesguide)

- By implementing a #OneHealth approach to address #zoonoses ✔ COSTS are reduced
COORDINATION is improved
Enhanced PUBLIC HEALTH outcomes are achieved
Learn how in the #TripartiteZoonosesGuide
www.oie.int/tripartitezoonosesguide

- The #TripartiteZoonosesGuide can be used in its entirety or to fill specific gaps in national capacities by staff managing governmental preparedness and responses to zoonoses. Discover the guide here:
  www.oie.int/tripartitezoonosesguide

**Messages you can use to address technical guide users**

- Leadership and technical functions to address zoonoses need to be coordinated across all the sectors involved. Learn how your country can build these multisectoral coordination mechanisms in the #TripartiteZoonosesGuide
  www.oie.int/tripartitezoonosesguide

- Diseases know no borders: as global trade and travel expands, zoonoses are increasingly posing concerns worldwide. No country is exempt from an emergency and the #TripartiteZoonosesGuide helps them to be prepared
  www.oie.int/tripartitezoonosesguide

- Surveillance protocols are essential to early detect outbreaks of zoonoses. By timely sharing this information, the risk of transmission from animals to humans can be decreased. Know how to establish and improve these systems
  www.oie.int/tripartitezoonosesguide

- Through an adequate decision tool, timely and effective action can be taken to control and prevent further spread of a zoonotic disease. Improve your country response to zoonoses with the #TripartiteZoonosesGuide
  www.oie.int/tripartitezoonosesguide

- Joint risk assessments on zoonoses make possible to provide decision-makers with advice on risk management, communication, and monitoring. Learn the best practices for conducting them in the #TripartiteZoonosesGuide
  www.oie.int/tripartitezoonosesguide

- Rabies kills 60000 people every year. Engaging communities is a crucial step towards its elimination. When people know they can protect themselves by vaccinating their dogs, the risk is reduced. Learn about risk communication for zoonoses
  www.oie.int/tripartitezoonosesguide
A well trained #OneHealth workforce is needed to effectively address #zoonoses at national level. Find the steps to build it in the #TripartiteZoonosesGuide
www.oie.int/tripartitezoonosesguide