



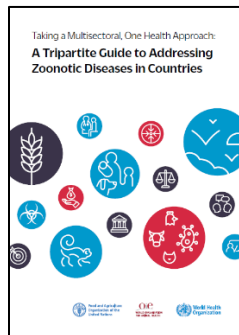
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SOCIAL MEDIA TOOLKIT

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 ZOOONOSES 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
 - <https://extranet.who.int/sph/sites/default/files/document-library/document/Tripartite-Guidance-EN-web%20single%20page.pdf>
 - <http://www.fao.org/3/ca2942en/ca2942en.pdf>



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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:

FAO	OIE	WHO
Twitter: https://twitter.com/FAOAnimalHealth Facebook: https://www.facebook.com/UNFAO LinkedIn: https://www.linkedin.com/company/fao	Twitter Facebook LinkedIn	Facebook ; Twitter ; YouTube ; Instagram

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
- 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

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
- 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
- By implementing a #OneHealth approach to address #zoonoses
✓ COSTS are reduced



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- ✓ 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



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- 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

Image to illustrate

Taking a Multisectoral, One Health Approach:
**A Tripartite Guide to Addressing
Zoonotic Diseases in Countries**

