

# Using social media to communicate research: Experiences of the International Livestock Research Institute

*Tezira Lore*  
*Communications Specialist*

Agri-biotechnology and Biosafety Communications Conference (ABBC 2015)

Nairobi, Kenya

13-14 April 2015



**ILRI**  
INTERNATIONAL  
LIVESTOCK RESEARCH  
INSTITUTE



# ILRI's value proposition

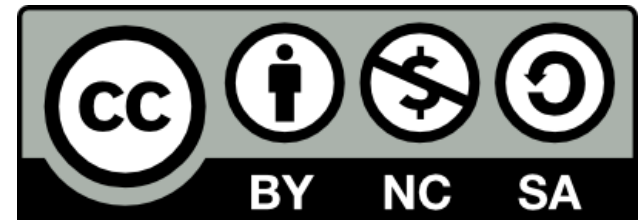
“ILRI is **creating** and **integrating knowledge** to enable diverse partners to find innovative solutions to make livestock a sustainable pathway out of poverty”



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Better lives through livestock

repository on livestock research

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AgHealth

Prevention and control of agriculture-associated diseases

Saturday  
22  
February  
2014

## Farmers in Uganda gain from training in pig production and marketing

Posted by Tezira Lore under A4NH, Africa, Animal Diseases, Animal Health, CRP4, East Africa, Food Safety, Food Safety

Zoonoses, ILRI, Uganda, Zoonotic Diseases | Tags: pigs, training |

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Pig production is an important livelihood activity for some 1 million smallholder households in Uganda, given the growing demand for pork in both rural and urban areas.

However, many smallholder pig farmers are constrained by lack of adequate information on animal health, feeding and breeding that can help them improve their pig husbandry and scale up their operations towards commercialized production and greater profits.

Search

### Welcome

Welcome to AgHealth, the website of the *agriculture-associated diseases* component of the CGIAR Research Program on Agriculture for Nutrition and Health.



<http://aghealth.wordpress.com/news>

## Utilization of the Rift Valley fever decision support tool in Kenya: Successes and challenges

Show full item record

**Title:** Utilization of the Rift Valley fever decision support tool in Kenya: Successes and challenges

**Author:** Mbotha, D., Bett, B.

**AGROVOC Keywords:** ANIMAL DISEASES; LIVESTOCK

**Date:** 2015-01-30

**Publisher:** ILRI

**Citation:** Mbotha, D. and Bett, B. 2015. Utilization of the Rift Valley fever decision support tool in Kenya: Successes and challenges. ILRI Discussion Paper 28. Nairobi, Kenya: ILRI.

**Series/Report No.:** ILRI Discussion Paper;28

**URI:** <http://hdl.handle.net/10568/59776>

**Status:** Open Access

**Country Focus:** KENYA


**Region Focus:** AFRICA, EAST AFRICA

**CGIAR research program:** AGRICULTURE FOR NUTRITION AND HEALTH

**Subject Focus:** ANIMAL DISEASES, DISEASE CONTROL, LIVESTOCK, RVF, VACCINES

**Project Sponsor:** USAID

### Files in this item

Files	Size	Format	View	Description
<a href="#">DiscussionPaper28.pdf</a>	1017.Kb	PDF		Working Paper

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Thursday  
26  
March  
2015

## New ILRI report reviews the use of a Rift Valley fever decision support tool in Kenya

Posted by Tezira Lore under A4NH, Africa, Animal Diseases, CRP4, Disease Control, East Africa, ILRI, Kenya, Zoonotic Diseases | Tags: Rift Valley fever | [Leave a Comment](#)



Orma Boran cattle crossing a river in Kenya. Rift Valley fever can infect both cattle and people (photo credit: ILRI /Rosemary Dolan).

The International Livestock Research Institute (ILRI) has published a discussion paper on a study carried out to identify the successes and challenges associated with the use of a Rift Valley fever decision support tool in Kenya.

The decision support tool was developed by various stakeholders from government and non-government sectors following the 2006-07 outbreak of Rift Valley fever in East Africa. It identifies events leading to the disease outbreak and matches them with interventions that could be implemented at each point.

The study involved three activities:

- a review of literature to describe systems that could be used with the decision support tool and to identify how other frameworks have been used to support disease control policies
- focus group discussions and key informant interviews with farmer groups, local and international organizations and decision-makers in the Department of Veterinary Services
- a stakeholder workshop to validate the findings obtained and develop recommendations on ways to improve awareness and utilization of the framework

[Download the discussion paper](#)

### Citation

Mbotha, D. and Bett, B. 2015. *Utilization of the Rift Valley fever decision support tool in Kenya: Successes and challenges*. ILRI Discussion Paper 28. Nairobi, Kenya: ILRI.

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<https://aghealth.wordpress.com/2015/03/26/new-ilri-report-reviews-the-use-of-a-rift-valley-fever-decision-support-tool-in-kenya>



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@ilri #rvf

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2015/03 - AgHealth

1 1 ilri blogpost rvf africa east\_africa kenya zoonotic\_diseases animal\_diseases disease\_control a4nh crp4



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New ILRI report reviews the use of a Rift Valley fever decision support tool in Kenya

A new ILRI discussion paper provides a review of the use of a Rift Valley fever decision support tool in Kenya.

AGHEALTH

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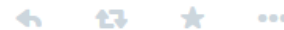
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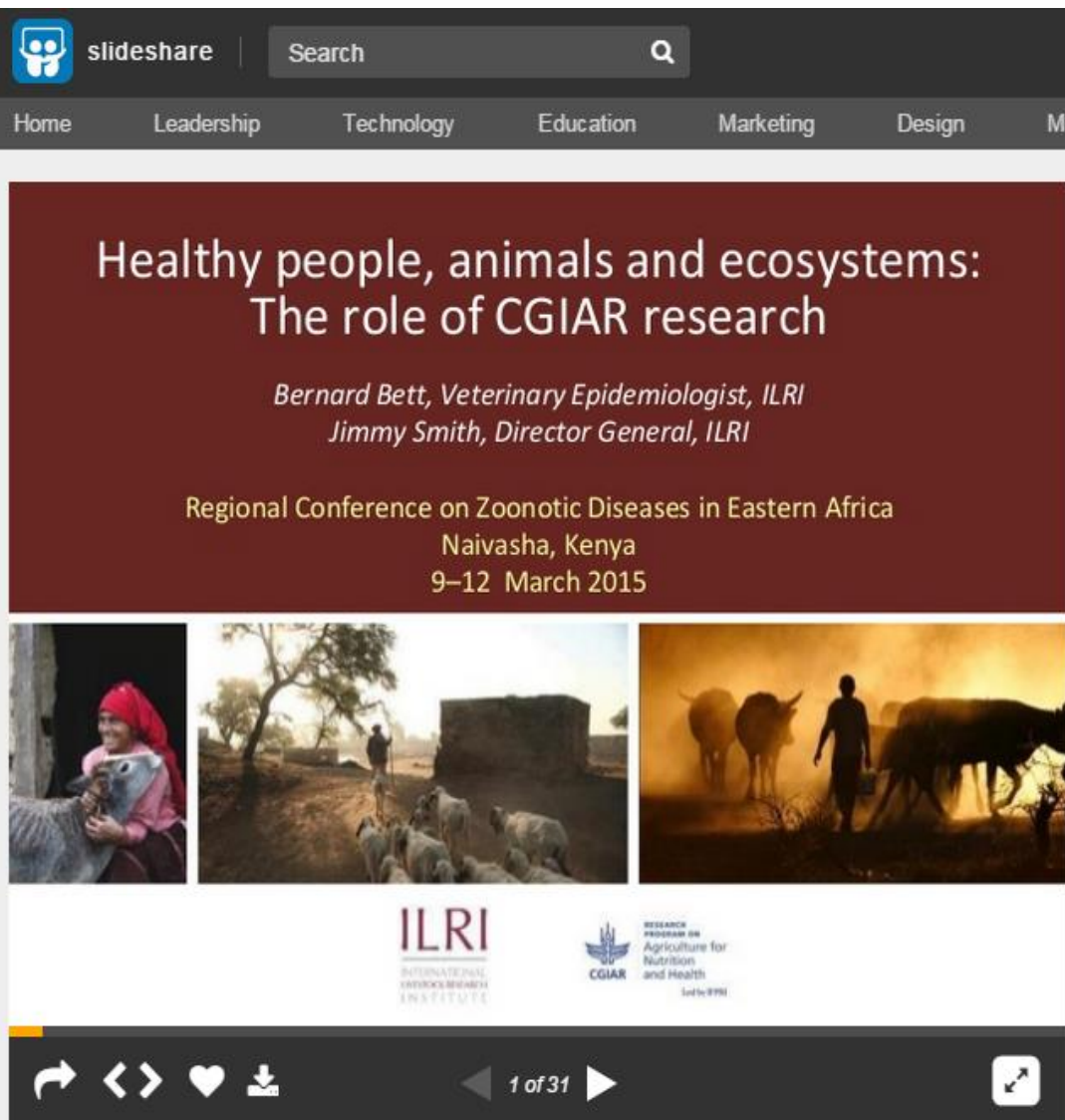
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1:16 AM - 26 Mar 2015

# Posters and presentations on Slideshare

<http://www.slideshare.net/ILRI/healthy-people-animals-and-ecosystems>



The screenshot shows the Slideshare interface. At the top, there is a search bar with the text "Search" and a magnifying glass icon. Below the search bar, there are navigation tabs: "Home", "Leadership", "Technology", "Education", "Marketing", "Design", and "More". The main content area displays a presentation slide with a dark red background. The slide title is "Healthy people, animals and ecosystems: The role of CGIAR research". Below the title, the authors are listed: "Bernard Bett, Veterinary Epidemiologist, ILRI" and "Jimmy Smith, Director General, ILRI". The event information is "Regional Conference on Zoonotic Diseases in Eastern Africa, Naivasha, Kenya, 9-12 March 2015". The slide features three images: a woman in a red headscarf holding a lamb, a man herding sheep in a rural landscape, and a man standing next to a cow in a field. At the bottom of the slide, there are logos for ILRI (International Livestock Research Institute) and the CGIAR Research Program on Agriculture for Nutrition and Health (led by IFPRI). The Slideshare player controls at the bottom show "1 of 31" slides.

## Embed presentation in a blog post

Some 80 oral and poster presentations covered a wide range of aspects of research on zoonotic diseases including epidemiology, antimicrobial resistance, diagnosis, surveillance, outbreak investigations, disease modelling and foodborne zoonoses.

Bernard Bett, a veterinary epidemiologist at the International Livestock Research Institute (ILRI), gave a keynote presentation on behalf of the institute's director general Jimmy Smith detailing how research by ILRI is contributing towards healthy people, animals and ecosystems.

Food insecurity remains a challenge for millions of people in the region. Animal-source foods can play a role in improving food and nutritional security, particularly in developing countries where demand for meat, milk and eggs is on the rise. Thus, food security is linked to the health of the livestock that produce these food products.

However, because of the threat of endemic and emerging zoonotic diseases, human health is influenced by animal health. Furthermore, changing patterns of land use, such as irrigation and intensified farming, can have an impact on the life cycles of vectors that spread diseases that affect both animals and people. Therefore, the impact of agriculture on ecosystem health also needs to be considered when tackling animal and human health challenges.

View the presentation "Healthy people, animals and ecosystems: The role of CGIAR research"



This is a thumbnail version of the presentation slide shown in the screenshot above. It contains the same title, authors, event information, images, and logos. The Slideshare player controls at the bottom show "1 of 31" slides.

## Healthy people, animals and ecosystems: The role of CGIAR research

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Title: Healthy people, animals and ecosystems: The role of CGIAR research

Author: Bett, B., Smith, J.W.

AGROVOC ANIMAL HEALTH; FOOD SAFETY

Keywords:

Date: 2015-03-11

Publisher: ILRI

Citation: Bett, B. and Smith, J.W. 2015. Healthy people, animals and ecosystems: The role of CGIAR research. Keynote presentation at the Regional Conference on Zoonotic Diseases in Eastern Africa, Naivasha, Kenya, 9–12 March 2015. Nairobi, Kenya: ILRI.

URI: <http://hdl.handle.net/10568/59789>

URL: <http://www.slideshare.net/ILRI/healthy-people-animals-and-ecosystems>

Status: Open Access

CGIAR research program: AGRICULTURE FOR NUTRITION AND HEALTH

Subject Focus: ANIMAL HEALTH, ENVIRONMENT, FOOD SAFETY, HEALTH, RESEARCH, ZOOBOTIC DISEASES



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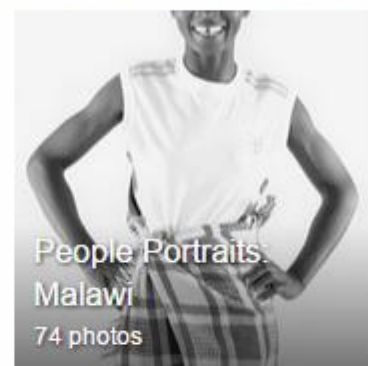
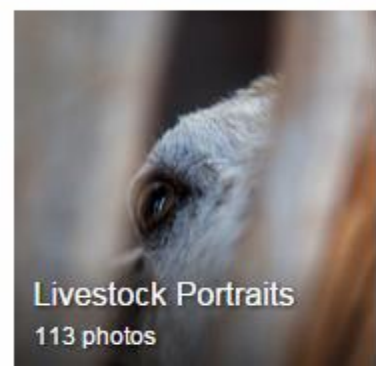
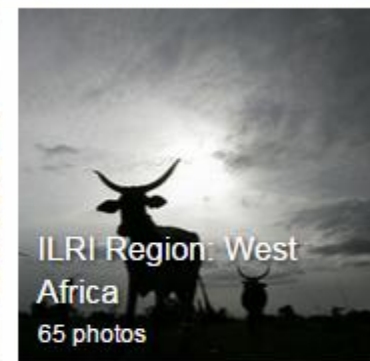
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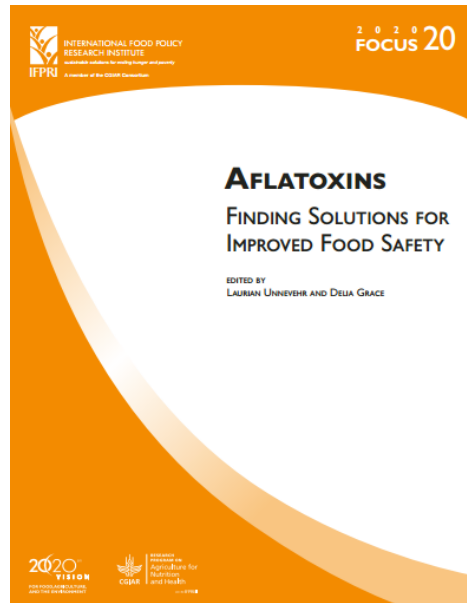
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## Health risks from aflatoxins

Aflatoxins pose both acute and chronic risks to health. Exposure to aflatoxins is particularly high for low-income populations in the tropics that consume relatively large quantities of staples such as maize or groundnuts. Consumption of very high levels of aflatoxins can result in acute illness and death, as observed in Kenya in recent years (brief 2). It is well established that chronic exposure to aflatoxins leads to liver cancer (especially where hepatitis is prevalent), and this is estimated to cause as many as 26,000 deaths annually in Africa south of the Sahara (brief 3). Other effects of chronic exposure are less understood due to the difficulties in establishing causality when putative effects are correlated with a number of adverse health determinants. Chronic

exposure is associated with immune suppression and higher rates of illness. For infants, exposure is associated with stunting, but the specific role of aflatoxins in stunting has not been identified (brief 4), just as a dose-response relationship has also not been identified. Animal studies provide ample evidence that high levels of aflatoxins in animal feeds have adverse effects for animal health, growth, and productivity. These are suggestive of such effects in humans, but animal studies typically involve much higher levels of aflatoxin exposure than is usually observed in human populations (brief 5).

<http://www.ifpri.org/sites/default/files/publications/focus20.pdf>

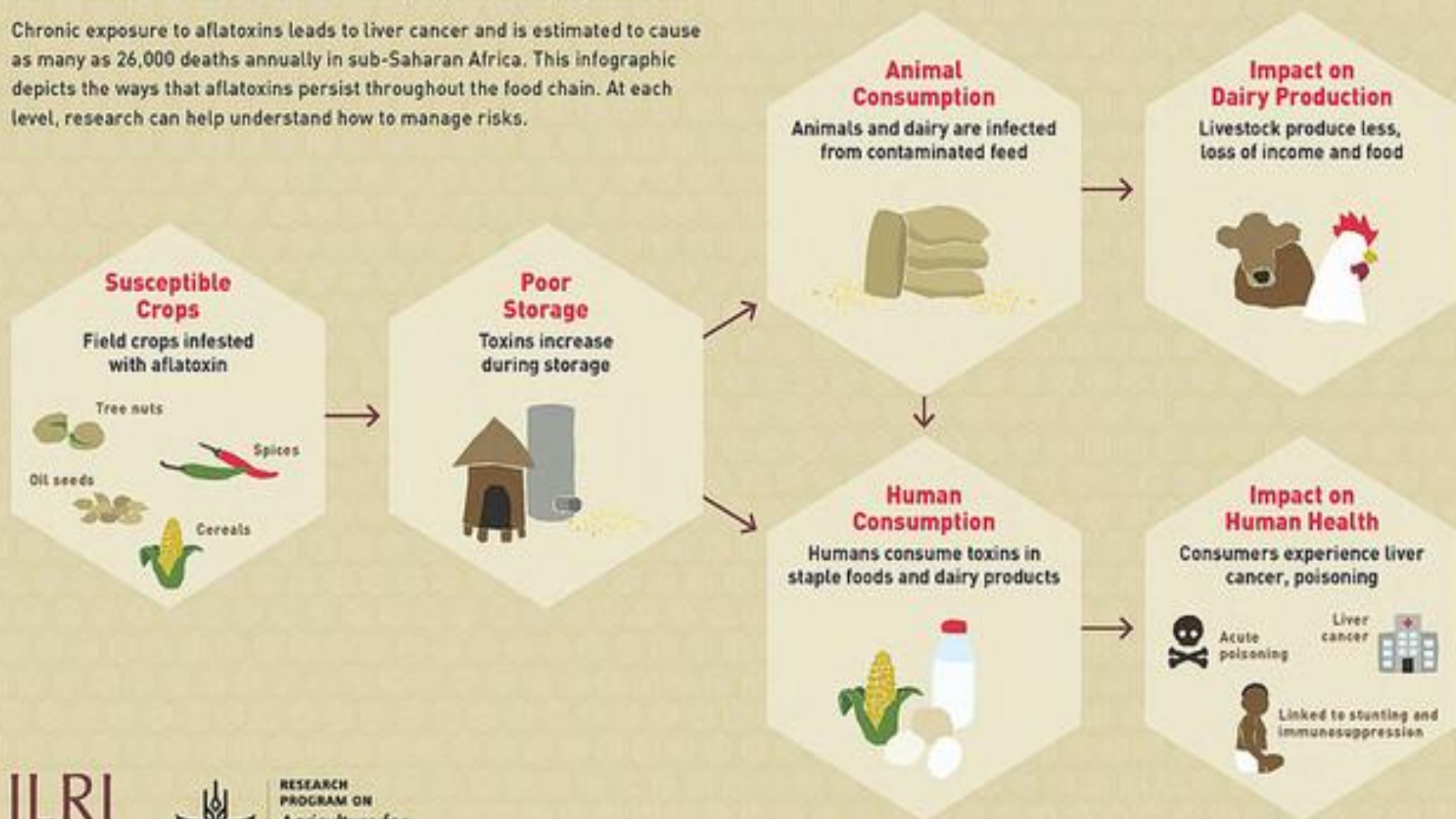


# AFLATOXIN

## A Fungal Toxin Infecting the Food Chain

Persistent high levels of aflatoxins—naturally occurring carcinogenic byproducts of common fungi on grains and other crops—pose significant health risks to animals and humans in many tropical developing countries.

Chronic exposure to aflatoxins leads to liver cancer and is estimated to cause as many as 26,000 deaths annually in sub-Saharan Africa. This infographic depicts the ways that aflatoxins persist throughout the food chain. At each level, research can help understand how to manage risks.

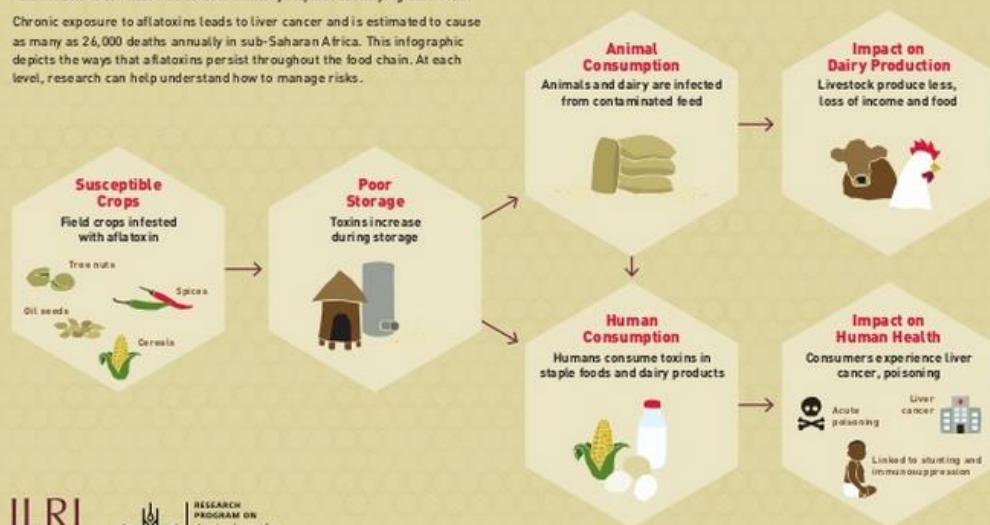


# AFLATOXIN

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Source: Tackling Aflatoxins: An Overview of Challenges and Solutions, Laurian Unwin and Debra Grace

Good infographic on #aflatoxins: A fungal toxin infecting the food chain by @ilri #a4nh #nutrition slideshare.net/ILRI/aflatoxin... @FSNnetwork



**Aflatoxin: A fungal toxin infecting the food chain**  
An infographic prepared for a media briefing on CGIAR research on aflatoxin control held at ILRI Nairobi on 14 November 2013.

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9:52 PM - 9 Apr 2015

<http://www.slideshare.net/ILRI/aflatoxin-a-fungal-toxin-infecting-the-food-chain>



Republic of Kenya



Ministry of Health

# World Health Day 2015

**Theme: Make your food safe, from farm to mouth**

**Venue of the celebration: Migori county**



## Fact sheet on four common food-borne diseases in Kenya

### Typhoid Fever Prevention



Wash hands with soap.



Wash Fruits and Vegetables.



Boil drinking water.



Get Vaccinated.

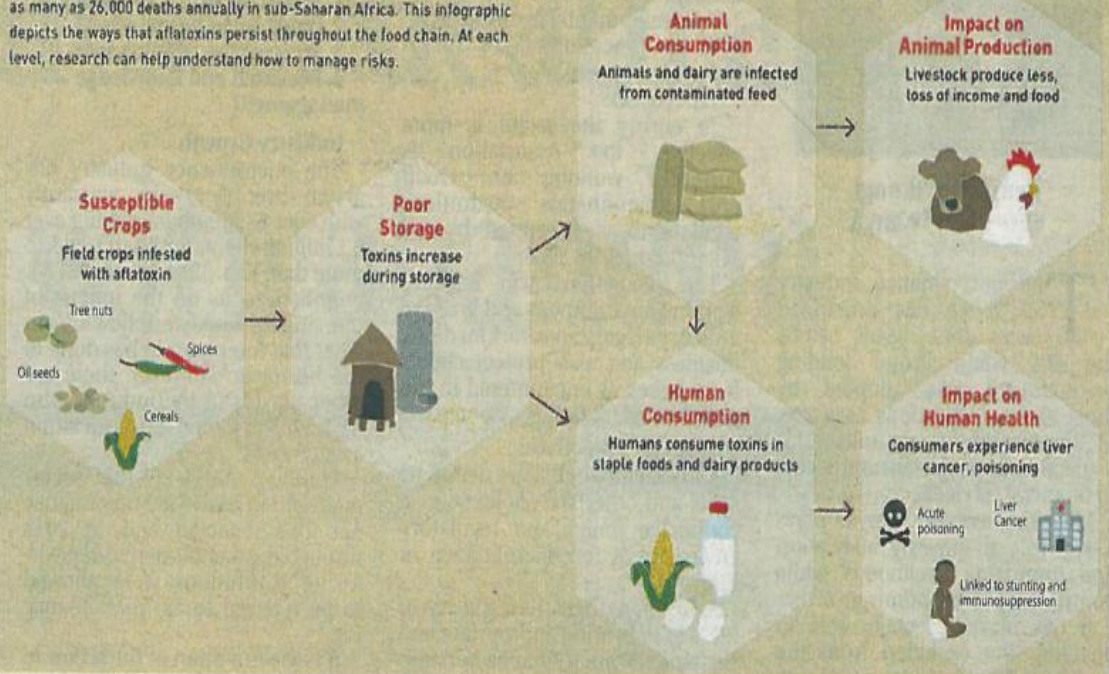
**The four most common foodborne diseases in Kenya are Aflatoxicosis, Cholera, Typhoid and Brucellosis. The five keys to preventing these diseases and keeping your food safe are:**

## AFLATOXIN

A Fungal Toxin Infecting the Food Chain

Persistent high levels of aflatoxins—naturally occurring carcinogenic byproducts of common fungi on grains and other crops—pose significant health risks to animals and humans in many tropical developing countries.

Chronic exposure to aflatoxins leads to liver cancer and is estimated to cause as many as 26,000 deaths annually in sub-Saharan Africa. This infographic depicts the ways that aflatoxins persist throughout the food chain. At each level, research can help understand how to manage risks.





# Some lessons on best practice

- Publish content under creative commons licensing
- Capture once, re-use often
- **Tagging**: the secret behind re-use across systems
- Develop usage guidelines to help ensure consistency
- Package messages to suit usage across different media
- Monitor feedback, respond, engage... social media

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