



INITIATIVE ON  
One Health

## CGIAR Initiative on One Health communication plan

January to December 2022



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The CGIAR One Health Initiative (Protecting Human Health Through a One Health Approach) is implemented by CGIAR researchers from the International Food Policy Research Institute (IFPRI), the International Livestock Research Institute (ILRI), the International Water Management Institute (IWMI) and WorldFish, in close collaboration with national, regional and international partners. We thank all funders who support this research through their contributions to the CGIAR Trust Fund:

<https://www.cgiar.org/funders>



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Cover photo: A Maasai pastoralist taking livestock to drink from the Olkitikiti Dam in Olkitikiti village Kiteto, Tanzania (photo credit: ILRI/Fiona Flintan) <https://www.flickr.com/photos/ilri/38623306244/>

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## Background

The CGIAR 2030 research and innovation strategy is being implemented through a series of research initiatives designed to create lasting impact in five key areas:

- nutrition, health and food security;
- poverty reduction, livelihoods and jobs;
- gender equality, youth and social inclusion;
- climate adaptation and mitigation; and
- environmental health and biodiversity.

One of these research initiatives, *Protecting human health through a One Health approach* (One Health Initiative), aims to improve the prevention and control of antimicrobial resistance, foodborne diseases and zoonoses in seven target countries: Bangladesh, Côte d'Ivoire, Ethiopia, India, Kenya, Uganda and Vietnam.

The initiative proposal was developed by scientists from four CGIAR research centres — the International Food Policy Research Institute (IFPRI), the International Livestock Research Institute (ILRI), the International Water Management Institute (IWMI) and WorldFish — in collaboration with external research partners from Centre Suisse de Recherches Scientifiques en Côte d'Ivoire, EcoHealth Alliance and the University of Liverpool.

Launched in January 2022 for an initial three years, the One Health initiative will be implemented in collaboration with national and regional partners including academia, national agricultural research systems, non-governmental organizations and the private sector.

The initiative's research activities will take place through five work packages:

- zoonoses;
- food safety;
- antimicrobial resistance;
- environment (water and wildlife interfaces); and
- economics, governance and behaviour.

## Objectives

This communication plan covers the first year of the initiative (January to December 2022). As this is the start-up phase of the initiative, the main communication objectives are:

- creating awareness;
- sharing information; and
- connecting teams and collaborating.

## Guiding principles

- **Consistency:** The use of branding assets (colours, logos and boilerplate text) will be in line with the interim branding and funder acknowledgement guidelines for CGIAR initiatives.
- **Open access:** Publishing of outputs will be in accordance with the CGIAR Open Access and Data Management policy (<https://hdl.handle.net/10947/4488>).

## Audiences

- **Internal:** Staff and management from participating CGIAR centres
- **External:** Implementing partners, researchers, academia, policymakers, opinion leaders, regulators, communities, development practitioners, private sector organizations, funders, media, interested publics

## Key messages

*Objective of the initiative:* This initiative uses a One Health approach to reduce antimicrobial resistance, improve food and water safety, and manage zoonotic diseases, leading to better human, animal, and environment health.

*The challenge:* Working across multiple sectors and disciplines, a One Health approach is best to effectively tackle the complex global challenges of antimicrobial resistance, foodborne diseases and zoonoses.

- Antimicrobial resistance causes 1.2 million deaths annually and is projected to kill 10 million people every year by 2050.
- The magnitude of the global burden of foodborne diseases is comparable to that of HIV/AIDS, malaria or tuberculosis, and most of this burden is in low- and middle-income countries.
- About 600 million people fall ill and 475,000 die each year after eating contaminated food, and unsafe food costs low- and middle-income economies USD 110 billion in lost productivity and medical expenses annually.
- Livestock generate 85% of global animal faecal waste, leading to environmental degradation and human exposure to antimicrobial residues and waterborne pathogens.
- More than 60% of human infectious diseases come from animals and yet health systems often do not prioritise endemic zoonoses, especially in poor countries which bear 98% of the global burden of zoonoses.

## Activities

In collaboration with national and regional partners, the initiative will generate evidence for decision-making, evaluate impacts of the One Health approach, and scale up innovations into national policies and programs in seven target countries (Bangladesh, Côte d'Ivoire, Ethiopia, India, Kenya, Uganda and Vietnam).

- The antimicrobial resistance work package will reduce the burden of antimicrobial resistance by promoting the prudent use of antimicrobials in crop, fish and livestock production systems.
- The food safety work package will reduce the burden of foodborne disease in traditional food value chains, with a focus on animal-source foods and other perishables.
- The water work package will improve waste and water management in livestock and aquaculture systems to reduce antimicrobial residues and zoonotic pathogens.
- The zoonoses work package will pre-empt the emergence and spread of zoonoses at the interface of wildlife, livestock and people.
- The economics, governance and behaviour work package will investigate the drivers of people's behaviour within food systems and the impact of policies and governance approaches on this behaviour.

## Outcomes

As a result of this work, countries will adopt the One Health approach in policy planning and implementation to reduce the burdens of antimicrobial resistance, unsafe food and water, and zoonotic diseases.

- Countries will be able to use evidence from this research initiative in their national antimicrobial resistance action plans to reduce antimicrobial use and antimicrobial resistance.
- This work will facilitate government and private sector support for voluntary upgrading of informal food business operators serving 174,000 consumers towards their integration into food safety regulatory structures.
- National One Health policies can draw on this research to recognize the role of water in the transmission of pathogens and antimicrobial resistance, and adopt proposed solutions for improved waste and water management.
- This work will enable countries to adopt decision-support tools for emerging infectious diseases, and as a result at least 100,000 livestock-dependent people will benefit from strategies that integrate human and animal health services to control zoonoses.
- National One Health policies can draw on this work when considering gendered constraints and incentives of small- and medium-scale food system actors, trade-offs across policy goals, and the magnitude and distribution of impacts.

## Knowledge products

- Brochure
- Microsite on the CGIAR website
- Message grid
- PowerPoint presentations
- Posters
- Infographics
- Blog posts
- Social media posts
- Op-eds
- Thought pieces
- Press releases

## Channels and platforms

- **CGIAR website:** Web page under the CGIAR portfolio of initiatives <https://www.cgiar.org/initiative/07-protecting-human-health-through-a-one-health-approach/>
- **Centre websites:** Pages on the ILRI, IFPRI, IWMI and WorldFish websites with summary information and linking to the microsite on cgiar.org.
- **Social media:** As a CGIAR rebranding effort is currently underway, individual CGIAR initiatives are not creating their own social media accounts at this time. Instead, we shall use existing CGIAR and centre social media platforms together with the initiative hashtag #OneHealth\_Initiative and the CGIAR portfolio-wide hashtag #OurInitiatives. Other hashtags that can be used are #OneHealth and #OneCGIAR. The CGIAR guidelines on social media for research initiatives, currently under development, will be the reference document for social media outreach.

- **Email:** Email will be used as the main channel for internal and external communication, information sharing and collaboration.
- **Microsoft Teams:** Microsoft Teams will be used primarily for team collaboration activities including work planning, meetings and sharing of updates and working documents among members of the work packages and the initiative management unit.
- **SharePoint:** A SharePoint site, linked to Microsoft Teams, will be used for sharing and curation of internal documents e.g. meeting notes, reports, concept notes etc.
- **Meetings:** In-person and/or hybrid meetings for team planning and stakeholder engagement will be held in accordance with the prevailing COVID-19 regulations.

## Resources

### People

- Tezira Lore, Communications Specialist, Animal and Human Health program, ILRI (lead)
- Michael Victor, Head of Communications and Knowledge Management, ILRI (ILRI-level oversight)
- Janet Hodur, Senior Communications Specialist, IFPRI (CGIAR-level oversight)
- Centre/country/region/project communication focal points
  - Chi Nguyen, Regional Communications Specialist, East and Southeast Asia, ILRI (Vietnam focal point)
  - Others to be identified

### Budget

To be confirmed

## Key events and opportunities

### 07 June: World Food Safety Day

- Thought piece
- Landing page
- Social media promotion

### 06 July: World Zoonoses Day

- Case studies on investment in One Health
- Social media promotion

### July/August

Launch meetings in Ethiopia and Vietnam

### 03 November: World One Health Day

Communication strategy to be developed based on this year's theme

### 18-24 November: World Antimicrobial Awareness Week

Communication strategy to be developed based on this year's theme

## Timing

The table below is an indicative quarterly timeline of communication outputs that will be produced and channels used, aligned to the key communication objectives.

Objective	Product/channel	Q1	Q2	Q3	Q4
Creating awareness	Web page on cgiar.org	✓			
	Microsite			✓	
	Brochure			✓	
	Message grid		✓		
	Presentation template		✓		
	Pages on centre websites			✓	
	Blog posts	✓	✓	✓	✓
	Op-eds and think pieces		✓		✓
	Social media	✓	✓	✓	✓
Sharing information	Email	✓	✓	✓	✓
	Meetings	✓	✓	✓	✓
	Website	✓	✓	✓	✓
	Social media	✓	✓	✓	✓
Connecting teams and collaborating	CGSpace	✓	✓	✓	✓
	Microsoft Teams	✓	✓	✓	✓
Connecting teams and collaborating	SharePoint	✓	✓	✓	✓

## Monitoring and evaluation

Regular monitoring and evaluation will be carried out to track the status of implementation of the communication plan. Both qualitative and quantitative indicators will be evaluated, as summarized in the table below.

Measurable	Indicator	Tool to gather data
Uptake of information	Number of views, downloads, citations	Analytics report
Social media engagement	Number of likes, retweets, shares, comments	Analytics report
Enhanced collaboration	Number of meetings held	Activity report
Increased awareness	Knowledge about the initiative's work	Feedback log
Increased online visibility	Number of blog posts, web articles	Activity report
Team engagement	Information shared via email/Teams	Feedback log



## Appendix: CGIAR One Health Initiative message grid

Objective		
This initiative uses a One Health approach to reduce antimicrobial resistance, improve food and water safety, and manage zoonotic diseases, leading to better human, animal, and environment health.		
Challenge	Activities	Outcomes
Working across multiple sectors and disciplines, a One Health approach is best to effectively tackle the complex global challenges of antimicrobial resistance, foodborne diseases and zoonoses.	In collaboration with national and regional partners, the initiative will generate evidence for decision-making, evaluate impacts of the One Health approach, and scale up innovations into national policies and programs in seven target countries (Bangladesh, Côte d'Ivoire, Ethiopia, India, Kenya, Uganda and Vietnam).	As a result of this work, countries will adopt the One Health approach in policy planning and implementation to reduce the burdens of antimicrobial resistance, unsafe food and water, and zoonotic diseases.
Supporting facts/data/arguments		
<ul style="list-style-type: none"> <li>Antimicrobial resistance causes 1.2 million deaths annually and is projected to kill 10 million people every year by 2050.</li> <li>The magnitude of the global burden of foodborne diseases is comparable to that of HIV/AIDS, malaria or tuberculosis, and most of this burden is in low- and middle-income countries.</li> <li>About 600 million people fall ill and 475,000 die each year after eating contaminated food, and unsafe food costs low- and middle-income economies US\$ 110 billion in lost productivity and medical expenses annually.</li> <li>Livestock generate 85% of global animal faecal waste, leading to environmental degradation and human exposure to antimicrobial residues and waterborne pathogens.</li> <li>More than 60% of human infectious diseases come from animals and yet health systems often do not prioritize endemic zoonoses, especially in poor countries which bear 98% of the global burden of zoonoses.</li> </ul>	<ul style="list-style-type: none"> <li>The antimicrobial resistance work package will reduce the burden of antimicrobial resistance by promoting the prudent use of antimicrobials in crop, fish and livestock production systems.</li> <li>The food safety work package will reduce the burden of foodborne disease in traditional food value chains, with a focus on animal-source foods and other perishables.</li> <li>The water work package will improve waste and water management in livestock and aquaculture systems to reduce antimicrobial residues and zoonotic pathogens.</li> <li>The zoonoses work package will pre-empt the emergence and spread of zoonoses at the interface of wildlife, livestock and people.</li> <li>The economics, governance and behaviour work package will investigate the drivers of people's behaviour within food systems and the impact of policies and governance approaches on this behaviour.</li> </ul>	<ul style="list-style-type: none"> <li>Countries will be able to use evidence from this research initiative in their national antimicrobial resistance action plans to reduce antimicrobial use and antimicrobial resistance.</li> <li>This work will facilitate government and private sector support for voluntary upgrading of informal food business operators serving 174,000 consumers towards their integration into food safety regulatory structures.</li> <li>National One Health policies can draw on this research to recognize the role of water in the transmission of pathogens and antimicrobial resistance and adopt proposed solutions for improved waste and water management.</li> <li>This work will enable countries to adopt decision-support tools for emerging infectious diseases, and as a result at least 100,000 livestock-dependent people will benefit from strategies that integrate human and animal health services to control zoonoses.</li> <li>National One Health policies can draw on this work when considering gendered constraints and incentives of small- and medium-scale food system actors, trade-offs across policy goals, and the magnitude and distribution of impacts.</li> </ul>