

A.20 Administrative Policy on Information/Strategy

Background

The WVA needs to be seen on the international scene as an active association targeted on the objectives of the association in order to promote the veterinary profession.

It is equally important to be seen in the membership (internal) as in the related international governmental and non-governmental organizations and in the public (external).

The WVA is the only internationally recognized NGO representing the veterinary profession in all its aspects on a global level.

This involves also taking a stand on international issues affecting the global environment, thus not purely veterinary science, but also environment, biodiversity, etc.

Information Strategies

Internal:

The WVA has 3 major sources for internal information:

- a) The WVA Bulletin.
- b) The WEB-site.
- c) The Circulars.

The WVA Bulletin reaches the national veterinary associations, the national veterinary authorities, the national veterinary schools through their libraries and the international organizations (WHO, FAO, OIE etc.).

The WVA Bulletin is published in January and July every year and reproduced on the WEB-site.

The WVA Bulletin is useful for communication to the members of the results of discussions within WVA and for presenting policies confirmed by the membership.

The WEB-site has basic information on WVA policies and on the association. The strength of the WEB-site is fast communication. The WEB-site, however, has to be developed to make the WVA able to update the site or areas of the site by own means. A further strength of the WEB-site is the e-mail based discussion groups. A PA discussion group must be opened to start discussion on WVA policies to be able to truly represent the membership views on important issues. By the creation of hyper-links with other veterinary associations, organizations etc. optimal exchange of up-to-date information is possible.

The WVA Circulars are purely for internal communication of internal affairs. The WEB-site can be used for this information provided all members have access to it and updating can be done easily by the WVA Secretariat.

External:

At the moment the WVA has the following means for external communication:

- a) The WVA Bulletin.
- b) The WVA WEB-site.

The WVA Bulletin can be used to promote the veterinary profession through articles on major political issues of common interest like: The Stable to Table Concept for Food Inspection, Antimicrobial Resistance, BSE Crisis, etc.

The link between the WVA Bulletin and the international press agencies has to be developed to create interest in leading articles of world-wide interest.

The WVA WEB-site has the same possibilities as the WVA Bulletin, but communication is faster and it can be frequented as often as you like.

Press releases are another option, however, this option is not used at the present time due to lack of resources and lack of contact points within the international press agencies. This could easily be developed.

Preconditions:

The preconditions of an active information strategy is:

- * You have interesting statements to give.
- * You have the needed contact points within the press.
- * You are able to act when the issue is hot.

