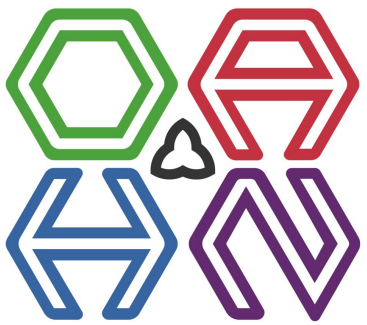


**ONTARIO ANIMAL
HEALTH NETWORK**

Communicating
with Veterinarians
and Producers
about Animal
Health



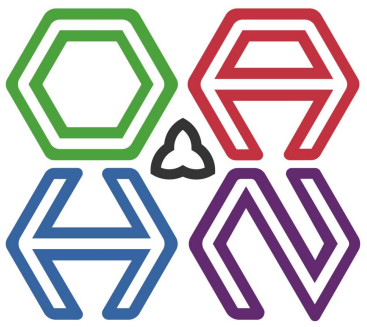
ONTARIO ANIMAL
HEALTH NETWORK

Mike Deane

COMMUNICATIONS ASSOCIATE FOR OAHN

What is OAHN?

- OAHN is program focused on disease surveillance and animal health
- A network of networks – we have networks for every species group
- Most networks are made up of OMAFRA veterinarians and an epidemiologist, Animal Health Laboratory pathologists, private vets, and sometimes industry members
- Networks meet to discuss lab data, reports from species specialists, veterinary surveys, and more
- Networks then create some form of communication:
 - Vet/Owner/Producer report
 - Infographic
 - Podcast
 - Infosheet



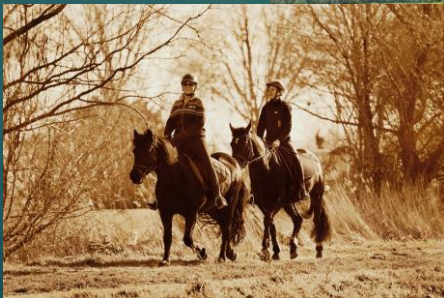
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Our audiences and what we know about them

▶ Veterinarians

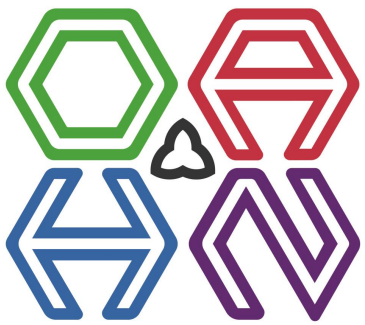


▶ Producers / Owners



What we know

- ▶ They are busy
- ▶ They have lots of sources of information
- ▶ Many organizations vying for their time
- ▶ Different groups need different types of communication (no one-size-fits-all strategy)
- ▶ Receptive to new information if it fills a gap and provides them something of value



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How do we reach them?

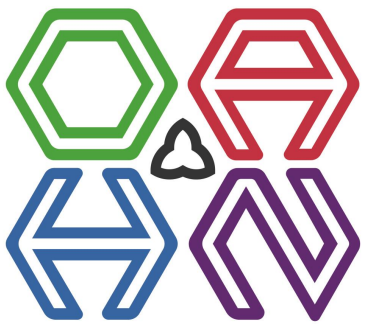
Vets

- ▶ Each vet species group is better reached using different mediums (email, social media, mailouts, events)
- ▶ Initially, it is useful to piggyback on other already established communications channels
 - ▶ ListSers
 - ▶ Veterinary organization newsletters
 - ▶ Social media groups
 - ▶ Set up a table an industry event



Producers and Owners

- ▶ Producers all have their own industry groups, events, and listservs
- ▶ Owners are trickier to reach, but respond well on social media and through different hobby groups/pages
- ▶ Initially, it is useful to piggyback on other already established communications channels
 - ▶ ListSers
 - ▶ Producer group newsletters
 - ▶ Social Media groups
 - ▶ Set up a table an industry event



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Successful Methodologies

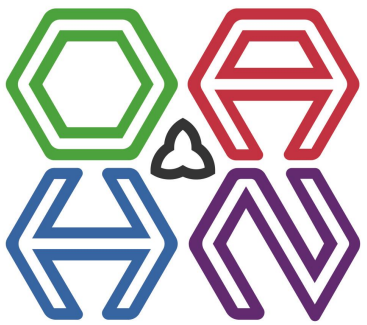
▶ Simple but difficult:

- ▶ Create something of value
- ▶ Explain its value to gatekeepers/species resource
- ▶ Use their established and trusted communications channel to disseminate information
- ▶ Track KPIs, hone your method, and repeat
- ▶ Build a following for and trust in your communications



▶ Example: Information Cards

- ▶ One of our OMAFRA co-leads had a great connection with a species group
- ▶ A new disease threat was just hitting the news
- ▶ Not a lot of easily accessible information existed
- ▶ OAHN coordinator created an infographic with input from the expert network/OMAFRA
- ▶ OMAFRA co-lead communicated with industry group, which has an extensive mailing list for most producers and vets in Ontario
- ▶ Industry asked for printed versions, which it then mailed to 1400 producers
- ▶ Infographic was widely disseminated



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Conclusion

- All modes of communications are valuable, but must be tailored to the vet/producer group
- Find out the gatekeepers of information dissemination within the group you are trying to reach
- Build inroads with them, ensuring they understand the value you are providing to their group
- Initially, piggyback on their communication channels in order to disseminate your information / build your brand with the groups you are trying to reach
- Assess, modify, plan, repeat

