

Post Assignment Report

2023

TABLE OF CONTENTS

01

Introduction

02

Duties performed

03

Learning experiences

04

Reflection



INTRODUCTION

FAO ECTAD stands for the Food and Agriculture Organization's Emergency Centre for Transboundary Animal Diseases. It is a specialized unit within the FAO that focuses on addressing the threat of transboundary animal diseases (TADs) and their impact on global food security, livelihoods, and public health.

Transboundary animal diseases are highly contagious diseases that can spread rapidly across borders, affecting both animals and humans. They pose a significant threat to livestock and agriculture, as well as to the livelihoods of farmers and the economy of countries. Outbreaks of TADs can have devastating consequences, leading to the loss of animal production, trade restrictions, and the potential for zoonotic transmission, where diseases can be transmitted from animals to humans.

The FAO ECTAD was established in 1994 to enhance the global response to TADs and provide support to countries in their efforts to prevent, detect, and respond to these diseases. The center works closely with governments, international organizations, and other stakeholders to strengthen national veterinary services and build capacity in disease surveillance, preparedness, and response.

One of the key objectives of FAO ECTAD is to improve early warning and early response systems for TADs. This involves developing tools and methodologies for disease surveillance, risk assessment, and information sharing. The center also provides technical assistance to countries in conducting disease investigations, implementing control measures, and building emergency response capabilities.

Furthermore, FAO ECTAD plays a crucial role in promoting regional and international collaboration in the fight against TADs. The center facilitates knowledge exchange, capacity building, and coordination among countries and regions, helping to strengthen regional networks and partnerships.

02

DUTIES PERFORMED

The role offers me a diverse range of responsibilities.

During the assignment, the role provided valuable opportunities to me to contribute to raising awareness about zoonotic diseases, promoting the organization's work, and supporting the regional team in achieving their objectives

01 Social Media

During the assignment, I was responsible for managing and monitoring the regional official Twitter account. This included creating engaging and informative content, scheduling posts, and responding to inquiries and comments from followers. By actively managing the Twitter account, I contributed to raising awareness of zoonotic diseases and promoting the work of the organization.

02 Video Edit

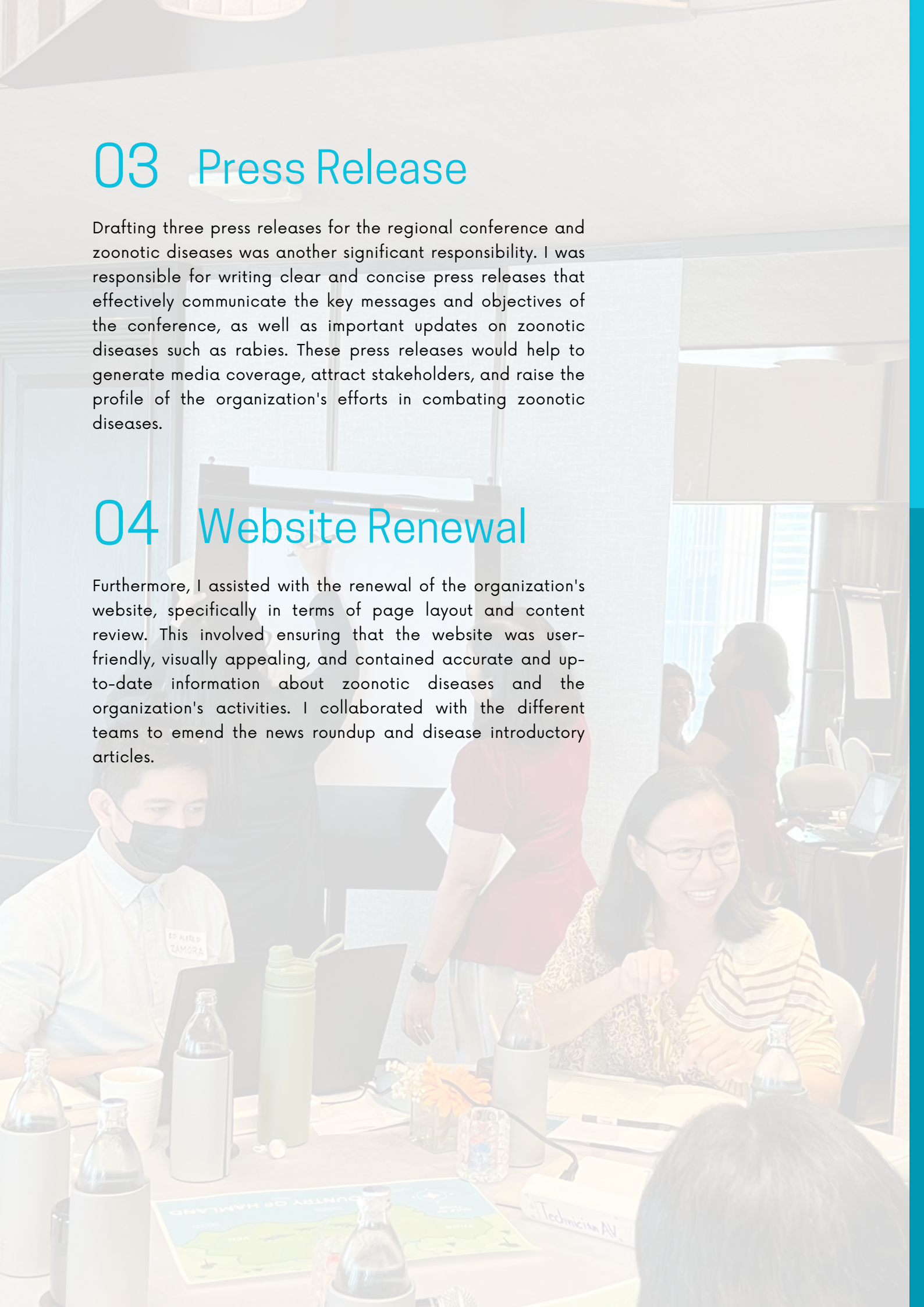
Another important duty was creating three educational videos for regional and country offices. These videos played a crucial role in raising public awareness about zoonotic diseases (i.e. lumpy skin disease etc.), their impact, and prevention measures. I was lucky enough to be involved in the editing process. These videos would serve as valuable educational resources for the organization's regional and country offices.

03 Press Release

Drafting three press releases for the regional conference and zoonotic diseases was another significant responsibility. I was responsible for writing clear and concise press releases that effectively communicate the key messages and objectives of the conference, as well as important updates on zoonotic diseases such as rabies. These press releases would help to generate media coverage, attract stakeholders, and raise the profile of the organization's efforts in combating zoonotic diseases.

04 Website Renewal

Furthermore, I assisted with the renewal of the organization's website, specifically in terms of page layout and content review. This involved ensuring that the website was user-friendly, visually appealing, and contained accurate and up-to-date information about zoonotic diseases and the organization's activities. I collaborated with the different teams to emend the news roundup and disease introductory articles.



05 Report Design

Additionally, I was responsible for designing the layout of the biannual report and two country-based project reports. This involved creating visually appealing and professional reports that effectively present data, findings, and recommendations. By designing these reports, I contributed to the organization's efforts in sharing knowledge and best practices related to zoonotic diseases.

06 Conferences

Lastly, I had the opportunity to join regional conferences and assist with other ad hoc tasks. This involvement in conferences provided me with first-hand experience in networking with stakeholders and different country offices, participating in discussions, and contributing to the organization's goals. I will also support the regional team by assisting with various tasks as needed, such as organizing events, preparing presentations, or conducting research.





LEARNING EXPERIENCES

During the assignment, I have gained valuable skills and experiences that have enhanced my professional development.

Managing and monitoring the regional official Twitter account has provided me with strong social media management skills, including content creation, scheduling, and engagement with other accounts. I have learned how to effectively communicate key messages and engage with a diverse audience while raising awareness about zoonotic diseases.

Creating educational videos for regional and country offices has allowed me to develop skills in video editing. I have acquired knowledge in visual communication, enabling me to effectively convey important information about zoonotic diseases in a visually appealing and engaging manner.



*Strengthening
animal health
systems to
protect health
and livelihoods*



LEARNING EXPERIENCES

During the assignment, I have gained valuable skills and experiences that have enhanced my professional development.

Drafting press releases for the regional conference and zoonotic diseases has honed my writing skills. I have learned how to craft compelling and concise press releases that effectively convey the objectives and key messages of the conference, as well as generate media coverage and attract audiences.

Assisting with the website renewal has provided me with skills in web design and content management. I have learned how to improve page layout and ensure that the website effectively communicates information about zoonotic diseases and the organization's activities.

Designing the layout of reports has enhanced my skills in graphic design and visual communication. I have learned how to present complex data, findings, and recommendations in a visually appealing and professional manner, ensuring that information is easily understood and impactful.

In addition to the specific skills mentioned above, this role has also allowed me to further develop a range of essential soft skills.



OTHER SOFT SKILLS

In addition to the specific skills mentioned above, this role has also allowed me to further develop a range of essential soft skills.

01 Communication

Firstly, communication skills have been crucial throughout my responsibilities. Whether it is managing the organization's Twitter account, drafting press releases, or designing reports, effective communication has been key in conveying important information and engaging with various audiences. I have learned how to adapt my communication style to different platforms and stakeholders, ensuring clarity and understanding.

03 Collaboration

Collaboration and teamwork skills have been essential in this role, particularly when joining regional conferences and assisting with ad hoc tasks. Working with colleagues, stakeholders, and partners has allowed me to develop strong interpersonal skills, such as active listening, empathy, and conflict resolution. I have learned how to contribute effectively to a team, build relationships, and leverage collective expertise to achieve shared goals.

02 Time management

Time management skills have also been honed as I balance multiple tasks and deadlines. Managing the Twitter account, creating videos, drafting press releases, and assisting with website renewal and report design all require careful planning and prioritization. I have learned how to effectively allocate my time and resources to ensure that each task is completed efficiently and on time.

04 Adaptability

Adaptability and problem-solving skills have also been developed through the various tasks and responsibilities. From managing unexpected challenges to finding innovative solutions, I have learned how to think critically, remain flexible, and adapt to changing circumstances. This has strengthened my ability to handle ambiguity, embrace change, and find creative solutions to complex problems.

REFLECTION

Reflecting on this assignment, I have gained a deeper appreciation for the importance of effective communication and public engagement in the field of public health. The Communication Officer plays a crucial role in disseminating information, raising awareness, and promoting public health campaigns. In this role, it is essential to be adaptable, innovative, and collaborative, leveraging the collective expertise of the team to achieve shared goals.

Furthermore, this assignment has provided me with insights into the skills and experiences required for a career in public health communication. It has highlighted the importance of developing a range of technical and soft skills, as well as the ability to work in a fast-paced and dynamic environment. This learning experience has also given me a greater understanding of the broader issues related to zoonotic diseases, their impact on public health, and the importance of public awareness and engagement in combating these diseases.

Overall, this assignment has been valuable in providing me with a deeper understanding of the role of a Communication Officer in a public health organization. It has allowed me to develop a range of technical and soft skills and I believe that all these skills could also apply to my future careers.

“To improve levels of nutrition, agricultural productivity and sustainability, and the quality of life of rural people, and to ensure global food security”

