



WORLD ORGANISATION FOR ANIMAL HEALTH
Protecting animals, preserving our future

Consultation of suppliers

**DEVELOP DIGITAL FOOT AND MOUTH DISEASE (FMD)
AWARENESS AND ADVOCACY TOOLS**

WORLD ORGANISATION FOR ANIMAL HEALTH (OIE)

PUBLICATION DATE: 24 NOVEMBER 2021 MONTH YEAR

DEADLINE TO SUBMIT TENDERS:

INITIAL DEADLINE : 8 DECEMBER 2021 - (6 PM BANGKOK LOCAL TIME)

EXTENDED DEADLINE : 22 DECEMBER 2021 - (6 PM BANGKOK LOCAL TIME)

Contracting authority

World Organisation for Animal Health (OIE)
OIE Sub -Regional Representation for South-East Asia
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Table of Contents

1.	GENERAL TENDERING RULES	3
1.1	GENERAL PURPOSE	3
1.2	CONFIDENTIALITY	3
1.3	RESPONSE PROCESS	3
1.4	COSTS OF RESPONSES	3
1.5	CONFLICTS OF INTEREST	3
1.6	PERIOD OF PROPOSAL VALIDITY	4
1.7	DURATION OF THE CONTRACT	4
1.8	INVOICING	4
2.	EXECUTIVE SUMMARY	4
2.1	PROJECT BACKGROUND	4
2.2	PURPOSE	5
2.3	PROJECT OBJECTIVES	6
3.	PROJECT ORGANISATION AND METHODOLOGY	7
3.1	PLANNING AND IMPLEMENTATION SCHEDULE	7
3.2	GOVERNANCE	7
3.3	METHODOLOGICAL APPROACH (CONSIDERATIONS).....	7
4.	SCOPE OF THE SERVICES	8
4.1	LOT 1: Review and digitalisation of existing FMD communication materials (including posters, leaflets, brochures, checklists) accessible online.....	8
4.2	LOT 2: Develop new communication materials (animation videos and checklist).....	98
5.	PROPOSAL STRUCTURE	109
5.1	TECHNICAL RESPONSE	109
5.1.1	General company information	109
5.1.2	Methodology for each lot	1044
5.1.3	General management and proposed schedule	1044
5.1.4	Allocated human resources.....	11
5.1.5	Success – risk factors.....	11
5.1.6	Additional information	11
5.2	FINANCIAL OFFER	1142
5.2.1	Core Components	1142
5.2.2	Travel and accommodation	1142
6.	RESPONSE PROCEDURE	12
6.1	RESPONSE FORMAT.....	12
6.2	INFORMATION RELATED TO THE SUBMISSION	12
6.3	EVALUATION OF PROPOSALS AND AWARD OF THE CONTRACT	13
7.	ANNEXES	13

1. GENERAL TENDERING RULES

1.1 GENERAL PURPOSE

This consultation of suppliers (“tender procedure”) is an invitation for interested service providers to submit a tender to develop Foot and Mouth Disease (FMD) awareness and advocacy tools for the OIE South East Asia China Foot and Mouth Disease (SEACFMD) Campaign.

The OIE Sub-Regional Representation for South-East Asia (SRR-SEA) is currently working to improve FMD awareness and advocacy in SEACFMD region and therefore would like to develop additional communication tools /material.

The information included in the tender documents are provided to Tenderers so they may prepare a tender in response. However, the transmission of the tender documents to tenderers does not imply any legal obligation on the part of the OIE to entrust the provision of the services to any tenderer. The OIE has the right to reject any proposal in its sole discretion. The OIE remains strictly independent of any tenderer, and none of the provisions of the tender documentation may be interpreted as creating a contractual relation of any sort.

The OIE is under no obligation to accept a given tenderer’s bid and reserves the right not to proceed with or to terminate negotiations with any tenderer, at any time prior to the signature of a Contract.

1.2 CONFIDENTIALITY

Unless otherwise authorised in writing by the OIE, all information, whether disclosed either directly or indirectly, formally, or informally, in writing, orally, or by visual inspection, which are part of the tender procedure or provided for its purpose or any amendment thereto, shall not be disclosed, copied, used, or modified in any manner and shall only be used for the sole purpose of the tender procedure.

All information received in response to this initiative that is marked proprietary will be handled accordingly. Responses will not be returned.

1.3 RESPONSE PROCESS

The OIE reserves the right to introduce non-substantial modifications to the tender documents. In the event that the OIE, either following a request from a tenderer or on its own initiative, introduces a modification of the tender documents, all tenderers having received the invitation to tender and indicated an intention to respond will be informed simultaneously. The OIE may extend the deadline for submission of tenders to all tenderers to allow tenderers to take into account these changes.

1.4 COSTS OF RESPONSES

Tenderers are responsible for all costs and expenses, including professional fees, incurred in connection with the preparation and submission of responses to, and generally their participation in, the tender procedure.

1.5 CONFLICTS OF INTEREST

Under no circumstances is a tenderer to contact any person employed by or representing the OIE regarding the tender procedure other than the person(s) mentioned in this document.

In participating to this call for tender, a tenderer represents and warrants that:

- It does not have any conflict of interest arising from economic interests, political or national affinities, family or emotional ties, or any other relevant connection or shared interest in connection with any Contract that may be entered into between the tenderer and the OIE as a result

of the call for tender;

- It will inform, without delay, of any situation constituting a conflict of interest or which could give rise to a conflict of interest;
- No offer of any type whatsoever from which an advantage can be derived under the Contract has been or will be made;
- It has not granted and will not grant, has not sought and will not seek, has not attempted and will not attempt to obtain, and has not accepted and will not accept, any advantage, financial or in kind, to or from any party whatsoever, constituting an illegal practice or involving corruption, either directly or indirectly, as an incentive or reward relating to the award of the Contract;
- It has not and will not make any misrepresentation, either knowingly or negligently, in supplying any of the information requested by the OIE.

1.6 PERIOD OF PROPOSAL VALIDITY

Tenderers are bound by their proposals for 60 days after the deadline for submission or until they have been notified of non-award.

1.7 DURATION OF THE CONTRACT

The Contract is expected to be performed from 20 December 2021 to 30 April 2022

1.8 INVOICING

The following schedule of payments will be finalised in the Contract based on the agreed-upon workplan and set of deliverables:

- First tranche of payment upon submission and the OIE validation of the proposal of Communication materials (30%).
- Second tranche of payment upon submission and OIE validation of the first set of digital finished products (50%).
- Third payment upon OIE validation of all products (20 %).

Payment throughout the Contract will be made upon receipt of the corresponding undisputed invoice, which should be raised after validation of each deliverable. The OIE will proceed to the payment of undisputed invoices within 45 days of their reception by bank transfer or cheque.

2. EXECUTIVE SUMMARY

2.1 PROJECT BACKGROUND

The World Organisation for Animal Health (OIE) is an intergovernmental organisation subject to public international law. It is responsible for improving animal health and welfare worldwide. The standards it develops for the trade of live animals and products of animal origin are recognized by the World Trade Organization as reference international sanitary rules (<http://www.oie.int>). The OIE, then known as the « Office international des épizooties », was created on the 25th of January, 1924. Its headquarters are based in Paris.

Foot and mouth disease (FMD): the disease, its impact,

Foot and mouth disease (FMD) is a severe, highly contagious viral disease of livestock that has a significant economic impact. The disease affects cattle, swine, sheep, goats and other cloven-hoofed ruminants. Intensively reared animals are more susceptible to the disease than traditional breeds. The disease is rarely

fatal in adult animals, but there is often high mortality in young animals due to myocarditis or, when the dam is infected by the disease, lack of milk.

FMD is characterised by fever and blister-like sores on the tongue and lips, in the mouth, on the teats and between the hooves. The disease causes severe production losses, and while the majority of affected animals recover, the disease often leaves them weakened and debilitated.

The organism which causes FMD is an aphtho virus of the family Picornaviridae. There are seven strains (A, O, C, SAT1, SAT2, SAT3, and Asia1) which are endemic in different countries worldwide. Each strain requires a specific vaccine to provide immunity to a vaccinated animal.

FMD is an OIE-listed disease and must be reported to the Organisation, as indicated in the OIE [Terrestrial Animal Health Code](#)

It was the first disease for which the OIE established official status recognition. Member Countries can also apply for official endorsement of their national control programmes.

Some key facts:

FMD is endemic in parts of Asia, Africa, the Middle East and South America (sporadic outbreaks in free areas). The current geographic distribution can be found on [OIE WAHIS](#).

The disease status in the SouthEast Asia region can be found [here](#).

FMD is not readily transmissible to humans and is not a public health risk. For more information FMD can be found in [OIE Disease Card](#)

About the OIE [SEACFMD](#) campaign

[History](#)

[Video](#)

[SEACFMD bulletin](#)

Strengthening Foot and Mouth Disease Control in South East Asia Project

The project “Strengthening Foot and Mouth Disease Control in South -East Asia” funded by the New Zealand Ministry of Foreign Affairs and Trade (MFAT) forms part of the SEACFMD campaign and focuses its efforts to control FMD in Myanmar and Lao PDR. The Project is implemented, among others, in cooperation with the Myanmar Livestock Breeding and Veterinary Department (LBVD) and the Lao’s Department of Livestock and Fisheries (DLF).

The overall objective of the project is to control foot and mouth disease (FMD) in SouthEast Asia. The project looks at achieving this objective through five outputs (1) FMD risk assessments conducted in target areas, (2) Control strategies developed and implemented for target areas, including vaccination when relevant, (3) Training and technical assistance provided, (4) Coordination workshops conducted, and resource materials provided (5) FMD monitoring, evaluation and modelling tools established.

The communication material and learning resources developed under the project “Strengthening Foot and Mouth Disease Control in South East Asia” are described in Annex 4. The priority topics identified by OIE SRR SEA are illustrated in Annex 5.

2.2 PURPOSE

Clear, transparent, and effective communication is one of the important pillars of any disease prevention and control strategy. SEACFMD Campaign has been actively engaged with stakeholders and involved in raising awareness and strengthening capacities along the bovine value chain to prevent and control FMD. Various learning resource and communication materials have already been produced in collaboration with national veterinary services and partners. These materials were printed and disseminated to the targeted stakeholders. However, with rapid mobile phone penetration, increased social media presence, the preferences of stakeholders have also changed. This has resulted into increasing expectation and need of

transforming existing learning resources and communication material into digital friendly resource which could be easily accessible over social media and mobile phones.

In addition to the existing resource to be digitalised, new communication materials will be developed in close coordination with member countries based on priority, needs and target stakeholders. The communication materials will be in the format of social media cards, Graphic's Interchange Format's (GIF), video's etc. OIE communication focal points in the SEACFMD region will be consulted to validate the key messages and scripts. The Information, Education and Communication (IEC) materials developed under this project are expected to address the current need; provide countries access to the up-to-date information in concise form. The access to this resource will encourage targeted stakeholders to take preventive and control actions against FMD. Additionally, the new IEC materials will be developed to facilitate clear, targeted, and effective communication to rejuvenate advocacy efforts, and stakeholder awareness. This work will be able to complement and strengthen the member countries current efforts to secure necessary resources on FMD prevention and control activities.

Besides the OIE institutional dissemination channels (global and regional websites, social media accounts, e-mailings, events, etc) communication material will also be distributed to the OIE Member Countries and via organised annual events of SEACFMD.

2.3 PROJECT OBJECTIVES

The services are divided into two (02) lots, as described here after.

Tenderers may bid for one or both lots.

To create digital communication tools on FMD that could help effectively raise awareness among our target audiences described below. To this end, the provider is expected to review, edit, and digitalize existing materials on the disease. Additionally, a two videos on this disease will be also produced.

The project aims to achieve the following objectives:

Lot 1: Review and digitalisation of existing FMD communication materials (including posters, leaflets, brochures, checklists) accessible online

- I. to transform existing learning resources and communication materials on FMD control (annex 4) into digital resources. The final product shall be easily accessible over mobile phones and social media platform to three target groups of stakeholders (i.e. farmers, traders, veterinarians and veterinary paraprofessionals). (defined below) to increase awareness on FMD control. This objective will be covered under lot 1 review and digitalisation of existing FMD communication materials (for more details refer to scope of services)

Lot 2: Develop new communication materials (animation videos and checklist)

- II. to develop new communication material in the form of two animation video's on "How to protect animals from FMD "targeting farmers and "How to manage animals for transportation?" targeting traders. Additionally, the digital checklist consist of graphics and text will be developed targeting traders on "How to avoid buying sick animals"? These digital communication materials shall contribute to promote and enhance sensitization amongst farmers and livestock traders in SEACFMD countries. This objective will be achieved through lot 2 i.e. Develop new communication material. (for more details refer to scope of services)

3. PROJECT ORGANISATION AND METHODOLOGY

3.1 PLANNING AND IMPLEMENTATION SCHEDULE

Steps	Dates (tentative)
Lot 1 Digitalisation of existing communication material	
Supplier proposal for Lot 1 Transforming FMD communication material and learning resource including but not limited to posters, leaflets, brochures). Refer Annexes (4&5)	7 January 2022
OIE validation	14 January 2022
Delivery of final product Lot 1 Updated FMD communication materials	30 March 2022
Lot 2 Development of new communication material	
Supplier proposal for the Lot 2 Animation video's for in English (text + visuals + music)	14 January 2022
OIE validation	21 January 2022
Delivery of final product Lot 2 Animal video's on awareness and advocacy on FMD prevention and control	30 April 2022 noon

3.2 GOVERNANCE

The OIE SRR SEA staff responsible the project and respective lots will be the main contact point of the service provider and will be in charge of providing guidance and validating all Deliverables. Inputs will be provided by the other staff working at the Communication Department at both regional and headquarter and technical staff from OIE SRR-SEA.

3.3 METHODOLOGICAL APPROACH (CONSIDERATIONS)

For your information, the OIE has provided the link https://oieoffice365-my.sharepoint.com/:f/g/personal/a_sutar_oie_int/EveK8GI53DxHvVsoPN1XqyYBh2N5qWpjStcj98z2F1ruvQ?e=BwCNor:

- Access to photos and videos from Getty Images Premium Access (OIE account)
- Communication resources including photos of the activities conducted under FMD control Project.
- Photos from the SEACFMD Campaign (OIE SRR-SEA)

3.4 TARGET AUDIENCE

The target audience are categorised into three groups

- veterinary authorities, decision, and policy makers ,
- veterinarians, animal health professionals, and technical officers and
- veterinary paraprofessionals, farmers.

The list of materials is categorised as per the type of materials, language, topics, target stakeholders (Annex 4) and priority topics to focus for transforming the communication materials and priority topics of the new content are listed in Annex 5.

For animation video's, broadly the focus is to enhance awareness on FMD control with the emphasis on how to protect animals from FMD. Additionally, given important role of trader in disease control strategy particularly safer trade the second video topic will focus on managing animals for transportation.

4. SCOPE OF THE SERVICES

4.1 LOT 1: Review and digitalisation of existing FMD communication materials (including posters, leaflets, brochures, checklists) accessible online

The provider shall review the existing communication and learning resource materials (Annex ~~4~~) on FMD control. The service provider will be responsible for transforming these existing learning and communication materials into digital resource by proposing infographics, social media cards, GIFs, options and incorporating appropriate design, structure, relevant images and by other creative means. The OIE will finalise one tool per topic. The list of priority topics and stakeholders are listed in the Annex II for the reference. The service provider shall improve the editorial content of the tools and make the document visually appealing to the target audience (the formats and concepts can be challenged).

Deliverables	Deadline (prov)
Activity 1: Communication material (Refer to Annex 4 for serial number 1-15 and Annex 5)	
1. Review existing communication materials (billboard, brochure, mobile flip chart, and posters) key messages, images, and design (as listed in the appendix)	21/1/2022
2. Review the list of existing products to be digitalised and an updated layout, content (with addition of appropriate images sketches, infographics) and appropriate format which can be easily accessed on mobile devices and digital platforms. (Refer to Annex 5)	3/2/2022
3. Update the communication materials based on the feedbacks from OIE technical and communication team	4/3/2022
4. Final product of all updated communication materials with high- and low-resolution editable and PDFs to be disseminated electronically.	30 /3/2022

4.2 LOT 2: Develop new communication materials (animation videos and checklist)

With respect to the new materials, the service provider shall work on the script for IEC materials suitable for on FMD prevention and control. OIE shall provide the key messages and technical background information content for the script. The design company will develop tailor-made key messages. The messages included in these materials should be suitable for countries where FMD is endemic in SouthEast Asia. While the service provider is expected to develop the tools only in English, they should also be adaptable so translations to other languages can easily be done.

The target audience are categorised in 2 groups namely, farmers and traders. The technical background information for the video script will be provided by the technical staff at OIE. The service provider shall develop the script based on the inputs provided by the OIE. The draft content will be shared for the comments and improvement with internal and external stakeholders.

The OIE staff at OIE Sub-Regional Representation for South East Asia will be responsible for the overall management of the project and closely work with the design company, communication staff at OIE regional and HQ offices.

The video's to be produced should illustrate the diversity of the SEACFMD Member Countries and region. The tools will be developed in English language.

Deliverables	Deadline
1. Review the key messages, target audience and needs, drafted by the OIE SRRSEA.	4/2/2022
2. Develop outline for the video using the key messages to target the identified audience.	18/2/2022
3. Develop a story telling script	4/3/2022
4. Review the story telling script for the animation video with text, images, and music (3 options for OIE to select)	1/4 /2022
5. Revise materials based on the feedback.	11/4/2022
6. Final video's (3-5 minutes)	30/4/2022

5. PROPOSAL STRUCTURE

While it is understood that the methodology, approach, and timeline will be finalised with the chosen service provider and constitute an important deliverable of the project once started, responses to the consultation of suppliers should cover the following elements to provide sufficient background to the evaluation of the offers and ensure homogenous assessment.

5.1 TECHNICAL RESPONSE

The tender response should be provided in a WORD/PDF document (Annex 1a, 1b).

5.1.1 *General company information*

This section should include information on your organisation and its activities, including:

- Company name (and name of group if applicable);
- Structure;
- Contact point name, phone number and email address;
- Company background review;
- Description of major activities.

5.1.2 *Methodology for each lot*

This section of the response should include tenders to comply with requirements as per respective lots:

Lot 1: Review and digitalisation of existing FMD communication materials (including posters, leaflets, brochures, checklist) accessible online.

This section will describe the methodology to transform existing communication materials (more information in Annex 4 and 5) which can be accessible using digital devices. The tenders shall provide relevant examples to transform design, lay out, text format, design, infographics and sketches. The existing resource made available in Annex 4 can be used to develop the proposal. The proposal can also factor the specific need of transformation such as accessibility of these materials on mobile phone and subsequently its dissemination using digital social media platforms e.g., Facebook etc.

Lot 2: Development of new communication materials (animation video, checklist)

Tenders must provide the following details,

- proposal of storytelling script (guiding thread that you may use to conduct the narrative).
- examples of previous similar work.
- suggestions on the use of animations or real images.
- suggestion on the use or not of voice off.

Major feasibility requirements as well as required documentation should be identified, as well as the availability this will require from the different categories of stakeholders.

5.1.3 *General management and proposed schedule*

This section should identify the recommended methodology to implement the different steps in the most appropriate and effective approach.

The tenders should provide input on the proposed project governance mechanism and a clear rationale as to the proposed organisation of activities. Major constraints as well as pre-requisites (time, stakeholder

availability) should be identified. A schedule encompassing the different milestones should be provided.

The general methodology to manage the project, including the format of the follow-up on the part of the supplier as well as the measures to ensure respect of the project deadlines, tracking of project costs and the delivery of quality deliverables should be identified.

5.1.4 Allocated human resources

This section should identify the professional profiles (field of expertise, seniority etc.) proposed throughout the project and according to each stage of the methodology established in the previous section. It should include a rationale for the team set-up and clearly underline how the team, as a whole, responds to the required skills needed to carry out the services as described in Annex 5, and provide, for each profile, a short biography of the identified consultant and justification of his/her role in the project.

5.1.5 Success – risk factors

This section should provide a review of major constraints identified at this stage, potential risks to the project and requirements to ensure its successful completion. Prerequisites that you deem important to carry out the project effectively should be identified.

5.1.6 Additional information

This section should include any additional information not provided for elsewhere that you deem important for us to know. Innovative solutions as well as relevant “Best practices” that may not be expressly mentioned in this document should be provided here.

5.2 FINANCIAL OFFER

The financial offer should be provided in USD and quoted free of all duties, taxes and other charges and excluding VAT.

5.2.1 Core Components

The financial offer should be provided filling the Annex 2a for the lot 1 and 2b for the lot 2, with the following information:

- An overall cost;
- A cost breakdown for each deliverable.

5.2.2 Travel and accommodation

This call does not include travel and accommodation expenses. If any planned in the response, conditions will be defined in the contract in line with OIE rules (travel in economy class and a daily *per-diem* covering all costs).

6. RESPONSE PROCEDURE

6.1 RESPONSE FORMAT

Tenders must be submitted in English in **electronic format**

Tenders should include:

- The technical offer (valid for 60 days from the day of tender submission) – Annex 1a, 1b, dully completed and signed
- The financial offer (valid for 60 days from the day of tender submission) – Annex 2a, 1b, dully completed and signed
- The declaration of integrity– Annex 3 dully completed and signed

If you are interested in the consultancy call, please complete your bids online by clicking on the link below.

[APPLY HERE](#)

Proposals may be modified or withdrawn prior to the deadline for submission through a written notification sent to the OIE contact point.

6.2 INFORMATION RELATED TO THE SUBMISSION

The OIE, as a data controller, will process the personal data you provide in the tender for the purposes of identifying a suitable Service provider, to support its work.

The data collected will be processed internally for the aforementioned purposes and for the resulting administrative acts, it shall be kept for the duration of the contract with you and in an intermediate archive for a duration of 10 during the audit period.

You have rights to access and rectify your personal data, as well as to request erasure and obtain data portability under certain circumstances.

To exercise these rights or If you have any questions about the processing of your data, you can contact our data protection officer at dpo@oie.int.

For more information check our Privacy Policy: <https://www.oie.int/en/privacy-policy>".

To comply with disclosure requirements and enhance transparency, the OIE shall publish on its website the following information about the Contract which shall be concluded with the awarded contractor:

(i) the nature of the contract; (ii) year of award; (iii) name and locality of the Service provider; (iv) the title, purpose of the Services provided and (v) the amount of this Agreement. The OIE will not release or publish information that could reasonably be considered confidential or proprietary.

Please make specific reference in the response to any legitimately and appropriately confidential or proprietary material contained in the response. Such information included in the responses to the consultation of suppliers will be kept confidential by the OIE.

Reminder: responses should be submitted by 22 December 2021 **06:00PM (Bangkok local time)**. Any proposal received past this deadline will be excluded from the consultation of suppliers.

6.3 EVALUATION OF PROPOSALS AND AWARD OF THE CONTRACT

The OIE will proceed to an evaluation of all final offers according to the criteria described below:

Criteria 1 technical criteria (70%) will be assess according to the following information provided on their technical offer – Annex (1.a for lot 1, 1,b for lot 2).

- Company organisation and sustainability (20%)
- Demonstrated understanding of the context and experience in working in a multicultural context and in the public sector (20%)
- Relevance and quality of the proposed methodology and associated work plan (30%)
- Relevance and quality of the proposed project team (30%)

Criteria 2 Financial criteria (30%) will be assess according to the information provided on their financial offer – Annex (2.a for lot 1, 2.b. for lot 2)

- Global cost (100%)

The OIE may ask tenderers to provide clarifications needed to evaluate their tender; tenderers will be requested to reply in writing.

The OIE will award the contract to the most economically advantageous proposal, based on the above criteria.

Tenderers will be informed through electronic correspondence of the results of the selection process.

7. ANNEXES

Annex1.a : The technical offer for the lot 1 to be returned dully completed and signed

Annex1.b : The technical offer for the lot 2 to be returned dully completed and signed

Annex2.a: The financial offer for the lot 1 to be returned dully completed and signed

Annex2.b: The financial offer for the lot 2 to be returned dully completed and signed

Annex 3: The declaration of integrity to be returned dully completed and signed

Annex 4: List of existing materials and learning resources with OIE (page 14)

Annex 5: The priority topics for transforming and developing communication material. (* SN: Serial Number)
(page 15)

Annex 4: List of existing materials and learning resources with OIE For details please click [here](#)

Serial number (SN)	Resource type	Language	Key topic	Key target stakeholder
I. FMD awareness material				
1	Billboard	English, Laotian	FMD control	Farmers, traders, local (district and village) public
2	Brochure	Burmese, English	FMD vaccine reaction and treatment	Local veterinary services staff, Community Animal Health Workers (CHAW), Farmers
3	Brochure	Burmese, English	FMD vaccination	Farmers, traders, local (township and village) authorities
4	Brochure	Burmese, English	FMD prevention and control	National, township and village authorities.
5	Flipcharts (8)	English, Laotian	FMD control	District staff, village animal health worker (VWV) and farmers.
6	Leaflet	Burmese, English	FMD vaccine technical card	Vaccination teams from National, township and CHAW.
7	Poster	English, Laotian	FMD recognition and control measure	Farmers, traders and VWV's.
8	Poster	English, Laotian	FMD recognition and control measure	Farmers, traders and VWV's.
9	Poster	Burmese English, Laotian	FMD legion ageing	Technical staff National and local level.
10	Poster	Burmese, Laotian	Ear tag application procedure	Field vaccination teams, CHAW and VWV's
11	Poster -1	Burmese, English	FMD free Myanmar	National, township and village authorities.
12	Poster -2	Burmese (English)	6 steps to control FMD	Farmers, CHAW
13	Poster -3	Burmese (English)	FMD vaccination	Farmers, traders, local (township and village) authorities, CHAW.
14	Poster	English, Laotian	FMD recognition and control measure	Farmers, traders, local (township and village) authorities, VWVs
15	Poster	Burmese, English	FMD clinical examination	Township, District and CHAW
II. FMD control technical resource				
16	Booklet	Burmese, English and Laotian	Biosecurity guidelines	Field vaccination teams
17	Checklist	English, Myanmar	Biosecurity rules and checklist	Farmers, traders
18	Manual	Burmese, English and Laotian	Disease Monitoring and Surveillance Guidelines	National and Sub national (Provincial, Township and District technical staff)
19	Booklet	Burmese and English	CHAW FMD control Training Programme	CHAW
20	Booklet	English and Laotian	VWV FMD control Training Programme	VWV
21	Manual	English and Laotian	District Officer FMD control Training Programme	District level technical officers
22	Manual	English and Burmese	Township Officer FMD control Training Programme	Township level technical officers

Annex 5 The priority topics for transforming and developing communication material. (* SN: Serial Number)

N	Key topics for the transformation of communication material	Stakeholder	Digital format accessible over mobile technology and social networks	Resources (Annex 4)
1	FMD recognition	Farmers	Poster	SN 7,8 and 14
2	Standard Operating Procedure (SOP) what to do in case of outbreaks?	Farmers	Brochure	SN 1 and 14
3	How to protect animals from FMD?	Farmers	Video	SN 4
4	Application of biosecurity measures in day-to-day work	Farmers and Traders	Poster /Checklist	SN 16,17
5	How to avoid buying sick animals?	Trader	Checklist	New content
6	How to manage animals for transportation?	Trader	Video	New content
7	Application of biosecurity measures (cleaning and disinfection of truck and holding yards?)	Trader	Poster	SN 16,17 and new content
8	Sampling for diagnosis	Veterinarians, Veterinary paraprofessionals,	Brochure	New Content