



Australian  
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# One Health communication: easier said than done

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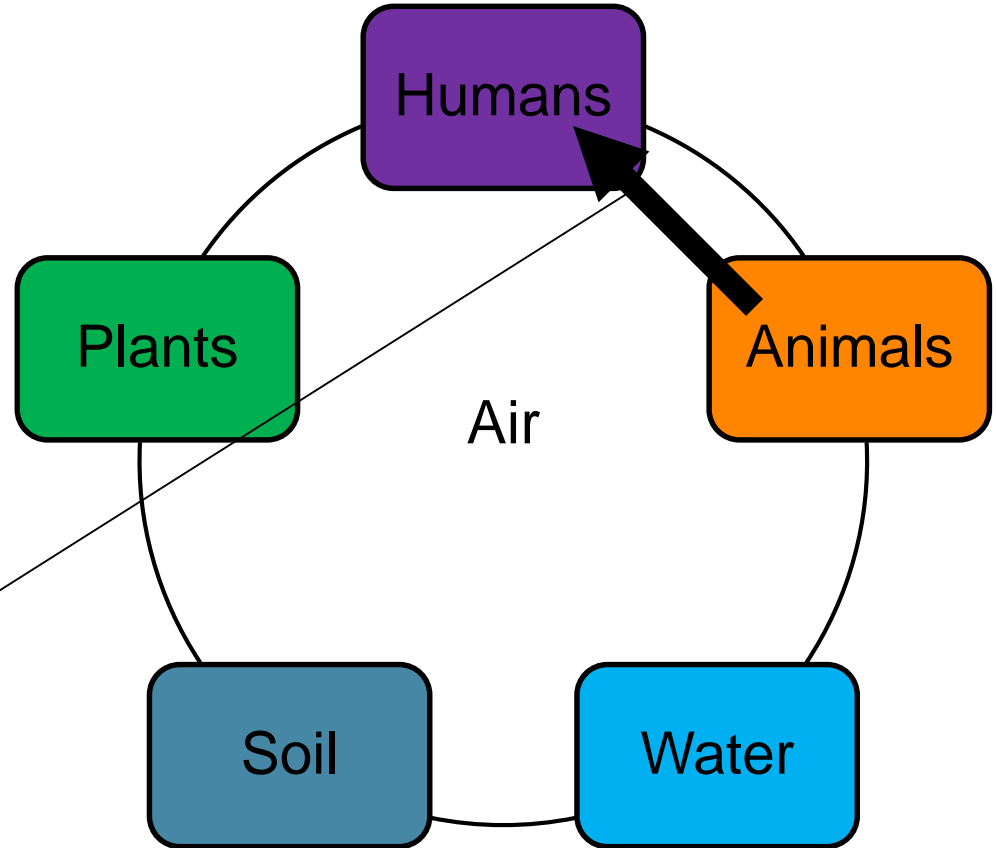
- Traditional Custodians of the land where my farm is located, the Gundungarra People, & all indigenous peoples participating today
- Farmers, producers, extension workers, anthropologists, economists & all who have shared their knowledge
- One Health colleagues from many parts of the world



# One Health: great term but what does it mean?

One way of viewing the environmental systems that are so important to the health of our world

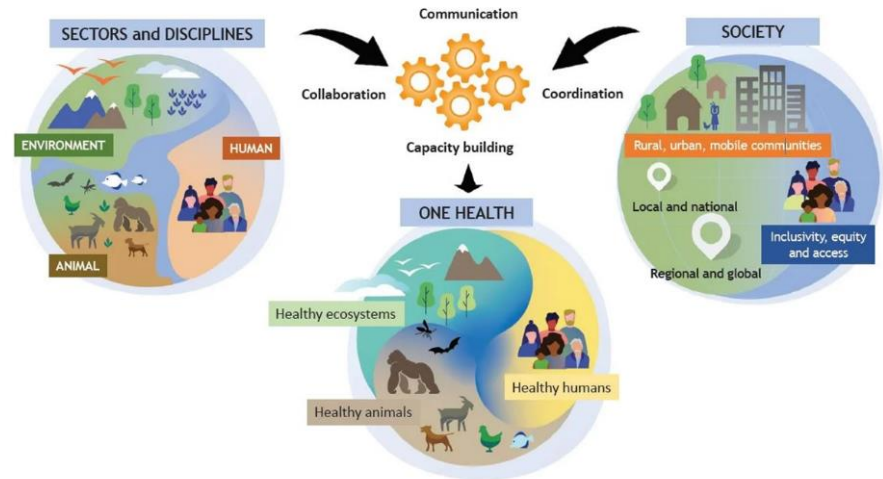
In early 2000s, had strong focus on zoonotic disease, i.e. transmission of pathogens from animals to humans



**“One Health is an integrated, unifying approach that aims to sustainably balance and optimize the health of people, animals and ecosystems.**

It recognizes the health of humans, domestic and wild animals, plants, and the wider environment (including ecosystems) are closely linked and inter-dependent.

The approach mobilizes multiple sectors, disciplines and communities at varying levels of society to work together to foster well-being and tackle threats to health and ecosystems, while addressing the collective need for **clean water, energy and air, safe and nutritious food, taking action on climate change, and contributing to sustainable development.**”  
([OHHLEP 2021](#))



# And some more definitions

**One Health:** collaborative effort of multiple health science professions, together with their related disciplines, and institutions—working locally, nationally, and globally—to attain optimal health for people, domestic animals, wildlife, plants, and our environment ([Roger et al. 2012](#))

**EcoHealth:** committed to fostering the health of humans, animals, and ecosystems and to conducting research which recognizes the inextricable linkages between the health of all species and their environments. A basic tenet held is that health and well-being cannot be sustained in a resource depleted, polluted, and socially unstable planet ([Lerner et al. 2015](#))

**Planetary Health:** the achievement of the highest attainable standard of health, well-being, and equity worldwide through judicious attention to the human systems—political, economic, and social—that shape the future of humanity and the Earth's natural systems that define the safe environmental limits within which humanity can flourish ([Whitmee et al. 2015](#))

# One Health: a new term for an old concept

- **Soil organic carbon has declined by 50%** since European colonisation/invasion ([SOE, 2021](#))
- The **state & trend of the environment of Australia are poor and deteriorating** as a result of increasing pressures from climate change, habitat loss, invasive species, pollution & resource extraction ([SOE, 2021](#))
- **Aboriginal Australians** have lived & continuously managed land in Australia for **over 60,000 years**
- According to their world view (Dreamtime), **people & country are inseparable**
- **An intersectoral, One Health approach to sustainable development is vital**





First, the easy part (lol)

## Intersectoral & interdisciplinary communication

### Language

- discipline/sector specific
- not everyone speaks English

*Disease outbreak*  
*Surto de doença*  
*የበሽታ ስርጭት*  
*ਬਿਮਾਰੀ ਦਾ ਪ੍ਰਕੋਪ*

### Tips

- build an agreed glossary of key words & terms as you go
- create a key word list with agreed translations when working in cross cultural settings

## Highly pathogenic avian influenza brochure for poultry farmers

### **PENGENALAN**

Avian Influenza (AI=Influenza Unggas=Flu Burung) adalah suatu penyakit yang menyerang Keluarga Unggas, seperti: Ayam, Puyuh, Kalkun, Itik, Enthok, dll. Dan dapat menimbulkan kerugian ekonomi bagi peternak.

Penyakit ini disebabkan oleh Virus Influenza Type-A (Type H5N1) bersifat 'High Pathonic' dan menyerang hewan dan manusia setelah melakukan mutasi genetik virus (perubahan sifat). Karena sudah ada orang yang meninggal 'diduga' terkena Virus AI maka pada pertengahan tahun 2005. Pemerintah telah menyatakan bahwa kejadian wabah AI sebagai Kejadian Luar Biasa (KLB). Meskipun sampai sekarang sumber penularannya belum jelas.

**A female farmer  
underlined the  
words she did not  
understand**



Now, the not-so-easy bit

## Intercultural & interpersonal communication

### World views: some examples

- differing mandates across different sectors
- science denial & disinformation
- differing understandings of what causes infectious disease & poor health

### Tips

- Work with respected community members to incorporate local knowledge & philosophies

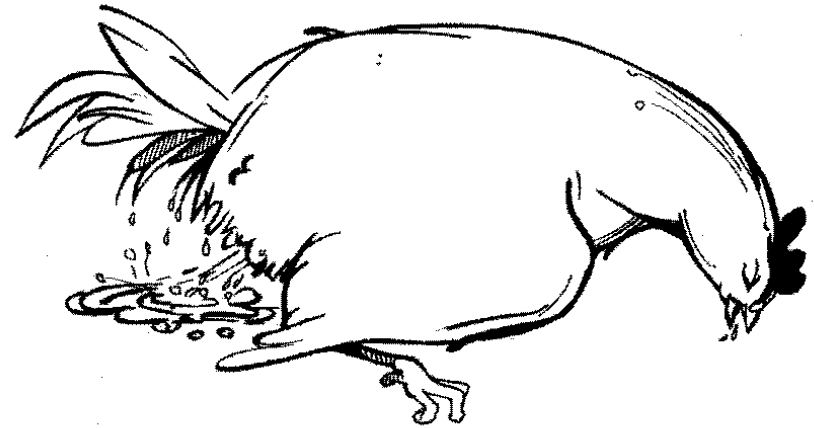
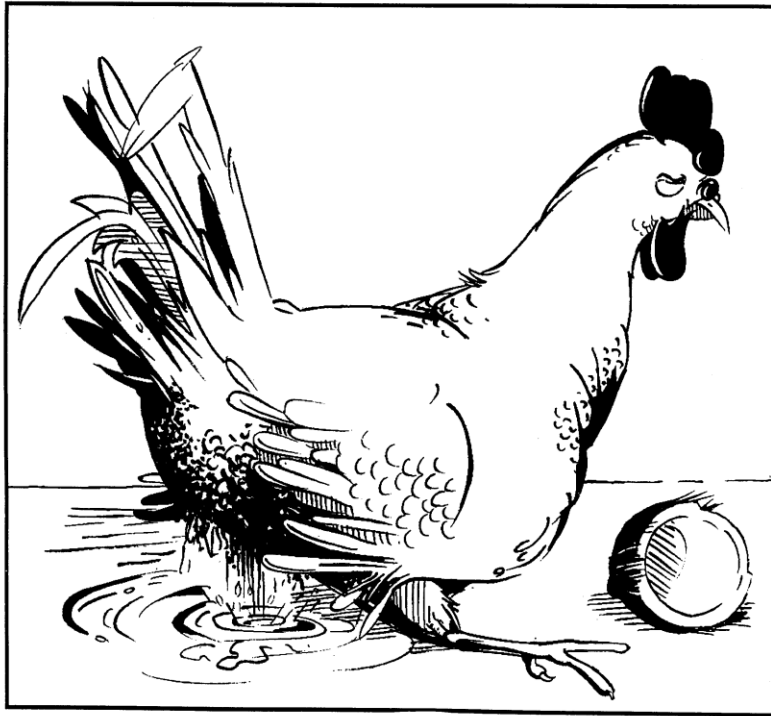
*Timor-Leste:  
Elders of Alas  
Tehen village  
believe that  
angry spirits  
are  
responsible  
for all  
livestock  
diseases*



Source: Robyn Alders



## What do you see?



## Intercultural and interpersonal communication (continued)

Themes	Characteristics
<b>Interprofessional atmosphere</b>	Team culture; trust
<b>Communication</b>	Formal & informal structures
Individual characteristics	Interpersonal skills, listening skills, common goals
Interdependence	Mutual support, accepting role overlaps
<b>Values</b>	Philosophy, shared goals/objectives, positivity
Learning	Action based, open to new perspectives
Professional commitment	Knowledge, professional identity, mentorship
Perceptions and roles	Clearly define boundaries & decision-making
<b>Power</b>	Equality of relationships & disciplines
Skills	Core professional competencies plus team skills

## 10 mega & interrelated risks ([Council for the Human Future](#))

### Existential risks

Global overheating  
Global Poisoning  
Weapons of mass destruction

### The Resource Crisis

Resource scarcity  
Food insecurity  
Ecological breakdown and extinction

### Human Impacts

Pandemic disease  
Overpopulation  
Uncontrollable technologies  
Mass delusion

**No longer time to  
communicate & tackle  
problems one by one**

## Systems thinking

- **an approach to integration** that is based on the belief that the component parts of a system will act differently when isolated from the system's environment or other parts of the system
- **views systems in a holistic manner**
- **examines the linkages and interactions** between the elements that comprise the whole of the system
- explores: **inter-relationships** (context and connections), **perspectives** (each actor has their own unique perception of the situation) and **boundaries** (agreeing on scope, scale and what might constitute an improvement)

## Wicked problems

- cannot be solved by any one actor, any more than a complex system can be fully understood from only one perspective
- **complex adaptive systems are continually** evolving [& so should communication]



## 1. One Health is a subset of systems thinking

- major opportunity to engage with civil society, governments, the private sector, & the commercial sector to save more human and animal lives and protect the environment
- intersectoral collaboration, including One Health approaches to sustainable development can strengthen health systems & promote resilient communities that support healthy people, and a healthy planet

**2. One Health communication** that addresses key interlinked threats **is essential to delivering the best returns on investments of human, environmental and financial capital**

Looking forward to your  
feedback during our  
Q&A session

and via email:

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**Do share your experiences with One Health  
communication when you can.  
Thank you and all the best!**