

SOCIAL ENGAGEMENT

SOCIAL ENGAGEMENT PROBLEM STATEMENT

- **In the absence of a crisis, people don't recognize the importance of food safety, animal and public health**

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- **To get sustained political change, people must be engaged and demand implementation of the principals of “One Word, Diversity, One Health”**

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- **The absence of those who are directly and often disproportionately affected in the entire process of “One World, Diversity, One Health”**

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- **We are not engaging enough because we are so text centric – if we want to “listen” to people’s concerns, we need to be sensitive to ways in which they and their lives express themselves on a daily basis**

SOCIAL ENGAGEMENT GOAL

- **Inclusion: Identify communities of people, including missing stakeholders, directly impacted by an issue, problem or policy and ensure that they are able to have a self-determined role in an authentic engagement process**

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- **Ownership: Ensuring ownership rather than “buy-in” requires listening and engagement in the entire process**

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- **Culturally-determined: Engagement strategies must be culturally-determined**

SOCIAL ENGAGEMENT ACTION STEPS

- **Make engagement an ongoing part of the process of “One World, Diversity, One Health” at every level, local, national and global**

SOCIAL ENGAGEMENT ACTION STEPS

- **Expand engagement of national consumer organizations in discussion of the principles of “One World, Diversity, One Health” in every region of the world**

SOCIAL ENGAGEMENT ACTION STEPS

- **Expand the employment of appropriate strategies for authentic engagement of a broad representation of the entire population including indigenous and other minority populations, women, children, the elderly and others.**

SOCIAL ENGAGEMENT ACTION STEPS

- **Encourage the use of social regulation, including non-textual and other forms of expression, to stimulate civic action to further the goals of “One World, Diversity, One Health”**