



## PREZODE COMMUNICATION WORKING GROUP

### Terms of Reference

#### 1. INTRODUCTION

PREZODE (Preventing ZOonotic Disease Emergence) is an international collaborative initiative and a scientific framework for pandemic prevention. It aims to enhance the prevention, early detection, and resilience to rapidly respond to emerging infectious diseases of animal origin that can turn into pandemics.

Based on the One Health approach, which embraces human, animal, and environmental health as a whole, PREZODE fosters multilateral collaboration with and between countries and organizations. The initiative develops a research framework to understand macro processes and drivers leading to the emergence of zoonoses in a context of global change, ambitions to improve ecosystem management and strengthen surveillance through multi-actor dynamics, while safeguarding other aspects of public health, including food security and nutrition.

PREZODE promotes the drafting of strategies by taking a bottom-up, from local communities to national and international authorities and a co-design approach. The initiative also aims to facilitate knowledge sharing and provide a resource centre for decision-makers, guiding relevant public policies.

#### 2. THE OVERALL COMMUNICATION STRATEGY

PREZOZE communication shall assert the initiative's singularity towards other zoonotic surveillance and prevention programs, the specificity of its "bottom-up" co-design approach, and its full inclusion in the realization of the One Health approach. The PREZODE communication aims:

- To bring together the science community to collaborate and share knowledge, and information.
- To advocate PREZODE values, missions, and outcomes among all relevant stakeholders (scientists, civil society, private and public sectors, decision-makers and others).
- To highlight the effectiveness of the multidisciplinary and international approach of the initiative.
- To promote the translation of science to policy and especially research innovations developed by PREZODE members.

The overarching 2022-2025 communication strategy incorporates additional activities each year, with a primary focus on the following sequencing:

##### 2022: INITIATE

- Facilitate the establishment of the community
- Assert synergy with other major initiatives
- Support the governance transition
- Enhance communication with various networks

##### 2023: IMPLEMENT

- Support field deployment, certification, and work by pillar
- Strengthen advocacy towards public policies
- Demonstrate support for OHHLEP and the Quadripartite

## 2024: DEMONSTRATE

- Affirm the science-society connection
- Strengthen advocacy efforts
- Initiate public awareness campaigns

## 2025: CONFIRM

- Enhance efforts to confirm PREZODE as a key scientific reference

### 2.1. Targeted audience

- **PREZODE Community.** PREZODE can realize its ambition only through the participation of its members united by the shared goal of establishing a platform for exchanging ideas and implementing solutions in the prevention of emerging zoonoses.
- **Donors.** The communication seeks to persuade donors and financial partners of the specific approach and exceptional values of PREZODE.
- **Global public and international perception.** Raising public awareness serves as a long-term lever to bolster advocacy and engagement efforts led by PREZODE.

### 2.2. Channels and tools

- **Hard Content:** Articles, scientific publications, position papers, activity reports, etc.
- **Media:** videos, website, social media, newsletters, dedicated pitches, podcasts, brochures, leaflets, project sheets...
- **Events:** webinars, bilateral or multilateral meetings, forums, conferences.
- **PR:** press releases, various contacts with journalists, awareness campaigns, and educational tools: media, partnership exhibitions, etc.

## A WORKING GROUP TO FOSTER COLLABORATIVE AND EFFECTIVE COMMUNICATION

In line with PREZODE's strategy, the establishment of a Communication Working group aims at inviting PREZODE member organizations to suggest communication experts, to participate in the communication activities of PREZODE with a collaborative mindset, to:

- Strengthen PREZODE's visibility through various channels.
- Enhance connections and links between members and share practices.
- Facilitate networking.
- Support local-to-global information and dissemination based on PREZODE members' needs and priorities.
- Support the participation in and organization of dedicated regional events.
- Develop a set of tools for aligning and coordinating communication tasks among members.
- Share and boost information within the community of members.
- Take into account regional peculiarities.
- Generate tailored and relevant information and messages, grounded in a shared basis.
- Co-design a range of communication tools.

### 3. COMPOSITION OF THE COMMUNICATION WORKING GROUP (CWG)

The number of CWG members is flexible, though the group should aim for a manageable size of up to 20 persons. Promoting expertise, and geographic and gender balance is crucial. The CWG brings together:

- The PREZODE Communication Delegate.
- The PREZODE Events Officer.
- PREZODE Partnerships Officer when relevant.
- At least one PREZODE Scientific Focal Point.
- 3 communication officers, representative of each of the 3 funding institutes of the PREZODE initiative (CIRAD, INRAE, IRD).
- 10 communication representatives nominated by PREZODE members.

Members of the Steering Committee and representatives of key partners of PREZODE (donors, public institutions, international organizations) could also join the CWG, either regularly or to address specific issues.

### 4. QUALIFICATION OF CWG MEMBERS

CWG members should have **broad knowledge and expertise** in communication and understanding at least one of the topics relevant to the scope of PREZODE:

- One Health;
- Infectious diseases, emerging zoonoses;
- Human and animal health systems policy and practice;
- Environment and biodiversity;
- Food systems, food security, and their interlinkages with health;
- Social, economic, and political sciences;
- Climate and global change.

**Good proficiency** in spoken and written **English** is a requirement, and proficiency in Spanish or French is an asset.

### 5. ACTIVITIES AND TIME ENGAGEMENT

The members of the CWG are to participate actively in:

- Monthly meetings.
- Provide information and recommendations regarding topics under discussion.
- Complete any allocated tasks, respecting the timeframe provided.
- Serve as a liaison with national/regional/international communities and organizations in link with the PREZODE Region Secretariat/s (to be established).

CWG members shall:

- Commit to dedicating around 1 hour per week to the tasks.
- Participate and engage in the CWG for a duration of a minimum of two years.
- The Group will convene online every month for a one-hour-and-a-half meeting.
- Upon specific tasks or requirements, and for a short period, a sub-group meeting could take place additionally.
- No specific expense is expected.

## 6. NOMINATION PROCESS

The applicants must be nominated by a PREZODE member. They shall provide:

- a nomination form completed by the PREZODE nominating member.
- a short bio / CV (max 2 pages)
- a letter of motivation.
- a list of realizations if relevant.

PREZODE will review and select the applications to ensure a diversity of expertise and geographic and gender balance.

Applications are to be sent to [communication@prezode.org](mailto:communication@prezode.org)

### 6.1. Timeline:

- Publication of the call: 12<sup>th</sup> March.
- Deadline for application: 12<sup>th</sup> April.
- Announcement of the Group members: 25<sup>th</sup> April.
- First Meeting of the Working Group: beginning of May.