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Preparedness&Response
ONE HEALTH IN ACTION

One Health Platform Launch Toolkit



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INTRODUCTION

Sustained and successful One Health practice requires that a broad range of government and non-government stakeholders come together and stay engaged as part of a normative collaborative practice, through formal multisectoral coordination mechanisms called One Health platforms. Establishment of these platforms underscores the government's and partners' commitment to working together to address zoonoses and emerging pandemic threats.

Held either as part of or following platform establishment, launch events are an excellent way to both generate enthusiasm and momentum for the platform and raise visibility for One Health. The launch provides an opportunity for the government and partners to outline the progress made and the role the platform will play in protecting the public from public health threats. The launch also serves to increase understanding and support for One Health implementation from the government and partners.

Typically, a launch event will occur following endorsement of the terms of reference (TOR) and organizational structure of the platform from ministers in at least the key One Health sectors: human health, animal health, and the environment. That endorsement may be formalized at the launch, in the signing of a memorandum of understanding or other document outlining the platform's legal mandate.

Platform launch events, like platform development itself, must be planned with the full participation of platform stakeholders. After the TOR and organizational structure are endorsed, a One Health Champion will work directly with the government to set a date for the launch, establish a launch committee, and work to identify a facilitator.

Following those decisions, the champion can develop a SOW that will direct the additional resources needed for event support. From there, the champion and facilitator will work with the launch committee to ensure high-level participation and manage the event.

▶ NATIONAL ONE HEALTH PLATFORM LAUNCH OBJECTIVES

- Mark the establishment of the national One Health platform, or another legal mandate, through a ceremonial MOU signing
- Signal high-level government participation and commitment to a national One Health platform
- Designate One Health platform members, and define and confirm member roles and responsibilities
- Outline the next steps and measures the government and partners will take to fully institutionalize One Health
- Disseminate the One Health framework document
- Generate enthusiasm for future national One Health platform activities

STEP-BY-STEP PROCESS

As every country has its own set of circumstances, there is no strictly defined process for launching a national One Health platform. A launch event and all the preceding activities should be based on country context, including the state of development of the national One Health platform and country priorities.

In advance of planning for a launch, the champion should ensure that the One Health mandate (eg. MOU, One Health framework, TOR) has been endorsed by all relevant stakeholders. The champion should also ensure nominations and secondment of secretariat staff is completed if possible. This advance work will preclude any problems in terms of government support for the secretariat before the launch event.

STEP 1: ESTABLISH LAUNCH COMMITTEE

As a first step in the process of organizing a One Health launch event, the champion should work with key partners from the relevant ministries to establish a launch organizing committee composed



of platform members and other key stakeholders. The committee helps ensure participation in the launch across the sectors, and to emphasize country ownership in the initiative. Committee organization should take place approximately four months before the launch event.

Following establishment, the organizing committee will hold preparatory meetings to clarify the launch goals and concept as well as event details. During this time, the champion and other committee members will continue to advocate for the formalization of a One Health platform with other ministries, senior officials, and potential platform stakeholders.

STEP 2: PLAN THE EVENT

Once stakeholders have agreed on the launch concept, the champion will need to work with the organizing committee to agree on event details. The following timeline includes key action items, a suggested timeframe, and expected outputs.

10 Weeks Before the Event

The champion should work with the committee to engage a facilitator. A [sample facilitator scope of work](#) is included in this toolkit. The champion and facilitator will then work with the organizing committee to confirm the launch date.

Six Weeks Before the Event

VIPs: At this time, the champion and facilitator will work with the launch committee to finalize the launch agenda and agree on the guest of honor and other targeted invitees. The champion and facilitator should consult with government stakeholders to confirm selection of the guests of honor and other targeted invitees.

Invitations: The champion, based on consultations with the launch committee, will create a participant list, taking care to include all relevant sectors and groups. This list should be made available for the country government to review. Once the list is finalized, the champion may support the government counterparts to prepare and distribute invitation letters.

Four Weeks Before the Event

The champion will identify and procure a venue for the event. The appropriate venue will also include a private room where VIPs can meet before coming to the main event hall.

During this time, the launch committee should be fully engaged not just with approving the logistics, – such as the VIP list, participant list, and venue – but also with reaching out to the proposed VIPs to ensure their attendance. The earlier the VIPs can be confirmed, the better; the more high-level the VIPs, the easier it will be to ensure full participation in the event. The launch committee is central to this effort.

If there is any one single thing an event needs to be considered successful, it is VIP participation and general attendance. General attendance means not just the number of participants, but the level. More participation in the launch event can generate momentum for early participation in the platform itself.

Two Weeks Before the Event

Printing and Presentations: The champion will coordinate the design and print copies of the final One Health framework. These copies will be distributed to participants during the event. The champion and facilitator should also work together to finalize workshop PowerPoint presentations.

▶ PLATFORM LAUNCH TOOLS

- Launch Timeline and Key Milestones
- Facilitator Scope of Work
- Launch Agenda

▶ GENDER CONSIDERATIONS

- Are diverse stakeholders and populations, including women, adequately represented in the proposed membership of the platform? If not, why not?
- What other individuals/ stakeholders should be present?



For the MOU signing, the champion should prepare a stand and a plaque and secure a special pen for the signing ceremony. Closer to the event, the champion should also prepare a “dummy” of the MOU’s signature page.

Publications such as the formal TOR document and signature publication are recommended to have available at the event, and printing of those materials should begin in this time frame. Other materials, such as sample banners and posters, are included in the toolkit to adapt and print. The champion should develop the event materials, including banners, flyers, folders, talking points, and copies of speeches, if necessary.

Press Participation: To ensure adequate coverage of the event, the champion should prepare and send press invites and press releases. These materials will have to be approved by the country government, so be sure to include adequate time for review.

VIP Materials: As this event will include VIPs, the champion should work with the organizing committee to draft speeches and talking points for the guest of honor and other VIPs. The champion will also need to work with government VIPs to ascertain security requirements and protocols, if applicable.

One Week Before the Event

To ensure a well-run event, the champion and facilitator will assign tasks to specific individuals. These tasks include VIP reception and protocol; master of ceremony; microphone placement; photography and video; room setup; management of high-ranking officials and other VIPs; registration; and press engagement, among others.

Two Days Before the Event

The champion should make arrangements for media teams before the event, which may include transport and meals. The facilitator should inspect the venue and meet with venue owners to check the audio-visual systems, the projector screens, power sources, lighting, stands for the plaque, sitting arrangements, and refreshments, among other things. The facilitator should also check that the necessary materials are available, including stationery, folders, agendas, and flipcharts.

STEP 3: HOLD THE EVENT

Event Launch and Following

In addition to setting aside staff to manage reception, VIP reception, presentation support, audio/visual support, and dressing the room, consider setting aside the responsibility to take photos of the event, if you haven’t hired a professional photographer. These will be some of the first materials to share about the event after it’s completed. Make a schedule of materials from the event to be shared with both VIPs and clients, including a thank you note for their participation.