



**OREGON  
DEPARTMENT OF  
AGRICULTURE**

# Animal Health Strategic Communication Plan

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*In compliance with the Americans with Disabilities Act,  
this publication will be made available in alternate formats upon request.*

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## Introduction

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The Oregon Department of Agriculture’s (ODA) Animal Health Program, under the direction of the Oregon State Veterinarian, is responsible for protecting the health of Oregon livestock. This responsibility is carried out through four primary statutory responsibilities – Livestock Disease Control and Response, Animal Disease Traceability (ADT), Animal Emergency Planning and Response, and the State Meat Inspection Program. Three additional programs with similar missions – Animal Health Laboratory, Commercial Feed Licensing, and Animal Rescue Entity Licensing – also exist within the Animal Health Program.

This Strategic Communications Plan was developed to provide direction and guidance as the Animal Health Program grows and matures, within the guidance of the [ODA’s larger agency strategic plan](#). The agency’s strategic plan is integral to everything that the Animal Health Program does and will act as an umbrella to the objectives of the Animal Health Program’s strategic communication plan.

In developing this plan, the program staff elected not to place a timeline on the plan, but rather to treat it as a living document, with some objectives being relatively short-term, while others may outlast the careers of many of the staff that contributed to the development of this plan. As a living document, this plan will be revisited and revised periodically to ensure that the objectives of the Animal Health Program continue to align with the agency’s objectives, as well as with the legislature’s intent for the responsibilities given to the Animal Health Program, and where necessary, the intent of USDA programs with which the Animal Health Program aligns.



## Background - ODA Strategic Plan

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### Mission

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Ensure healthy natural resources, environment, and economy for Oregonians now and in the future through inspection and certification, regulation, and promotion of agriculture and food.

### Vision

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The Oregon Department of Agriculture remains able to serve the changing needs of Oregon's diverse agricultural and food sectors to maintain and enhance a healthy natural resource base and strong economy in rural and urban communities across the state.

### Core Values

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- Honesty, integrity, and fairness
- Diversity, equity, and inclusion
- Respect for people and property
- Practical collaborative approaches to problem solving
- Science-based approaches: technical and professional competence
- Transparency
- Quality customer service



## Key Objective – Determine Effective Communication Channels & Identify Areas for Improvement

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### What does this mean?

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Determine communication channels in use and identify the potential for new ways that will reach interested parties. Categorize and recommend appropriate channels to distribute disease-related information based on the applicable scenario.

### How will we know if we are doing this right?

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- Interested parties' contact information is up to date in our databases
- Interested parties are subscribed to GovDelivery announcements
- Employees are aware of trusted partner organizations that will share information to community members
- Engagement of community members on social media platforms on ODA Animal Health posts is monitored

### Examples of what we hope to do over the next five years to realize this objective:

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- Verify up-to-date contact information for community members
- Compile a list of trusted partner organizations and associated contacts
- Continuously add partners to GovDelivery subscription list
- Utilize ODA social media platforms more frequently to increase awareness of Animal Health information
- Make necessary changes to the Animal Health website to improve user experience
- Ensure published Animal Health information is available in multiple languages

## Key Objective – Build Trusted Communication Channels by Improving Gap Areas & Establishing New Outlets

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### What does this mean?

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Develop and implement new communication channels that appeal to a broader and evolving audience throughout Oregon, integrating a network of animal health and disease communication experts.

### How will we know if we are doing this right?

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- New communication channels are developed to increase public awareness
- Increased information is shared on ODA web-based platforms to reach a broader audience
- Increased communication with traditionally underserved livestock producers
- Oregon Department of Agriculture’s website is an easily accessible and trusted authoritative resource for accurate, up to date, consistent animal health information
- Building and strengthening relationships with representative organizations within agriculture
- Increased dispersal list for Animal Health GovDelivery announcements
- Public media and livestock association partnerships will be strengthened to contribute to the dispersal of accurate authoritative information

### Examples of what we hope to do over the next five years to realize this objective:

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- Increase the utilization of Oregon Department of Agriculture’s established and active social media outlets
  - Facebook – Oregon Department of Agriculture – 23,000 followers
  - Twitter - @ORagriculture – 4,061 followers
  - Instagram - @celebrateoregonagriculture – 1,436 followers
- Create engaging and educational posts that build a social media audience and following
- Monitor engagement and metrics of the animal health website, GovDelivery announcements, and social media pages
- Upload video or video links of trusted sources to the Animal Health Website to engage and educate the public
- Have shared information translated into various languages

- Share/repost relevant and trusted information from outside organizations via social media
- Develop communication networks that reach traditionally underserved and rural livestock producers
- Discover new outlets to share regular preventative disease messaging to reach a broader audience
- Attendance from ODA Animal Health Employees in associated partner organization meetings and events on a regular basis
- Host outreach events such as expert educational talks & exercises, networking events (pancake breakfast) to share news, developments to create and strengthen connections within the community
- Build stronger relationships with partner organizations (e.g., OSU Extension) to share preventative disease outreach messaging to their contacts



## Key Objective – Develop Resources for Preventative Disease Messaging

### What does this mean?

Compile and determine frequency and outlets for regular communication of preventative disease messaging. Prioritizing a user-friendly access to reliable information for disease prevention and response.

### How will we know if we are doing this right?

- Creating/obtaining prepared pre-disease outreach material
- Updating established communication channels (e.g., website) to include up to date information that is user friendly and available in multiple languages to reach a broader audience
- Updating response plans and biosecurity documents
- Regular communication to interested parties on animal disease updates
- Establish an authoritative unified voice for animal health disease preparedness and response
- Increase media training for animal health spokesperson that will deliver/report information and how to respond to negative publicity

### Examples of what we hope to do over the next five years to realize this objective:

- Update the Animal Health Website to include pre-disease, prevention, and biosecurity information for reportable diseases
- Ensure all material posted on the website is available in Spanish
- Create generic animal disease informational outreach material for what to look for and how to report
- Develop a unified messaging strategy that considers type, priority, time sensitivity, target audience, tone, and partner outlets to forward information
- Increase the number of key positive messages by utilizing tools and strategies such as (keep it simple, targeted messaging, and reviewing and refreshing relevant goals)

## Key Objective – Develop a Comprehensive Plan for Dispersal of Disease Response Messaging

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### What does this mean?

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Create a communication action plan for dispersal of pre-disease through post-disease response messaging for all stages that is consistent and accurate.

### How will we know if we are doing this right?

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- A comprehensive plan will be established for distribution of informational disease response material that includes timelines for appropriate disease messaging to responders, media, and the public
- A plan of action will be established to determine where and what messaging will be shared for each disease
- The Animal Health spokesperson will be prepared to share appropriate information with the media
- An annual plan will be utilized to disperse preventative disease messaging

### Examples of what we hope to do over the next five years to realize this objective:

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- Create a communications/information management section in each disease response playbook
  - o Create a standard operating procedure (SOP) for message delivery timelines by animal disease
  - o Determine what channels will be utilized to share outreach material and messaging
  - o Template for press release per appropriate diseases
- Prepare media messaging for state disease response and preparedness
- Create a calendar plan for messaging objectives
  - o Dispersal of messaging topics will be subject by term
  - o Utilize USDA social media posts (handouts, videos) as an outline
  - o Distribute regular messaging weekly with a focus on seasonally relevant topics