

## Communications



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COMMUNBUSPLA v1.0

## Business Plan 2018

AHI gratefully acknowledges the financial and other contributions of our stakeholders.



# AHI COMMUNICATIONS PLAN 2018

**Communications Objectives:** to inform and appraise all stakeholders of the current work of AHI across all its national programmes and work areas and the associated economic benefits to the Irish agricultural industry; to ensure all disseminated information is science-based and independent; to educate service providers and other stakeholders in key components of individual programmes to assist Irish farmers with disease control and eradication; to contribute to the continued improvement of herd health in Ireland.

DELIVERABLES (2018)	Q1	Q2	Q3	Q4
	Jan - Mar	Apr - Jun	Jul - Sept	Oct - Dec
<b>A. AHI PUBLICATIONS</b>				
<i>Monthly</i>				
1. Animal Health Ireland Bulletins.				
2. Johne's Disease Bulletin.				
3. CellCheck Newsletter.				
<i>Quarterly</i>				
4. Beef HealthCheck Newsletter.				
5. AHI Stakeholders' Newsletter.				
<i>Bi-Yearly</i>				
6. Animal Health Ireland Veterinary Newsletter.				
<i>Yearly</i>				
7. Annual Report.				
8. CellCheck Briefing Document.				
<b>B. EVENTS</b>				
9. CalfCare on-farm events.				
10. Beef HealthCheck on-farm events.				
11. CellCheck Milking For Quality Awards.				
<b>C. TRAINING</b>				
12. BVD TASA Training.				
13. Pigs TASA Training.				
14. Poultry TASA Training.				
15. IBR TASA Training.				
16. JD TASA Training.				
17. Johne's Disease V-RAMP.				
18. VRAMP Plus training.				
19. CellCheck Advanced Training (SP2 Advanced).				
<b>D. MISCELLANEOUS</b>				
20. Production of series of AHI educational videos.				
21. Stakeholder engagement and meetings.				
22. Production of Information Leaflets on linked topics across all AHI programmes and projects.				
23. Activity on Social Media platforms				

Footnote: Scientific papers and conference presentations are captured within programme specific Business Plans.