

Project no. 310806

**Providing a new generation of methodologies and tools for
cost-effective risk-based animal health surveillance systems for the benefit of
livestock producers, decision makers and consumers**

KBBE

Collaborative Project

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Electronic stakeholder newsletter

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Summary

The RISKSUR project and its outcomes are of high relevance to professionals working in the field of animal health surveillance. An electronic stakeholder newsletter was established in order to specifically address this target group and communicate the progress and the achievements of the project. In total, four issues of the bi-annual newsletter were distributed during the project's implementation period. A fifth issue presenting the final results of the project will have been prepared by the end of month 36, but will only be disseminated after the project's results are available online in their final form.

The production of the newsletters was a truly collaborative process. ACCEL coordinated the activities, with various consortium members contributing as authors. The final content was reviewed by RVC, SAFOSO and ACCEL. Setting up the newsletters and distributing them by e-mail was finally carried out by ACCEL.

This deliverable document has the nature "other", and thus serves as a documentation of the RISKSUR Newsletter having been published.

1 Dissemination Channels

The RISKSUR newsletter was disseminated through electronic means in M9 (Jul 2013), M18 (Apr 2014), M26 (Dec 2014) and M30 (Apr 2015). The fifth and final edition will be sent out in November 2015. Screenshots of the Newsletter are in the [Annexes](#) of this document.

The primary distribution channel was the RISKSUR newsletter recipients' database. Moreover, partners further distributed the e-newsletter by forwarding it to their own networks of contacts. In addition, interested stakeholders had the option to subscribe for direct delivery of the e-newsletter at the project's website via an opt-in subscription form. Upon being published, each issue was also made available directly on the RISKSUR website in section [News and Events](#), thereby becoming accessible for the wider public as well.

1.1 Direct e-mail distribution

At the beginning of the project, RISKSUR partners were asked to identify people belonging to the target group for whom receiving updates/information from RISKSUR could potentially be of interest (stakeholders mapping). This resulted in an initial list of recipients, which was then continuously expanded by

- (1) New personal contacts made by RISKSUR members
- (2) New subscriptions to the newsletter made directly on the RISKSUR website
- (3) Other means, including additional people recommended to RISKSUR partners or people informally asking for more information on the project.

In total, the direct distribution list comprised more than 550 **subscribers** at the time of dispatching the final newsletter in November 2015 (Figure 1).

List growth

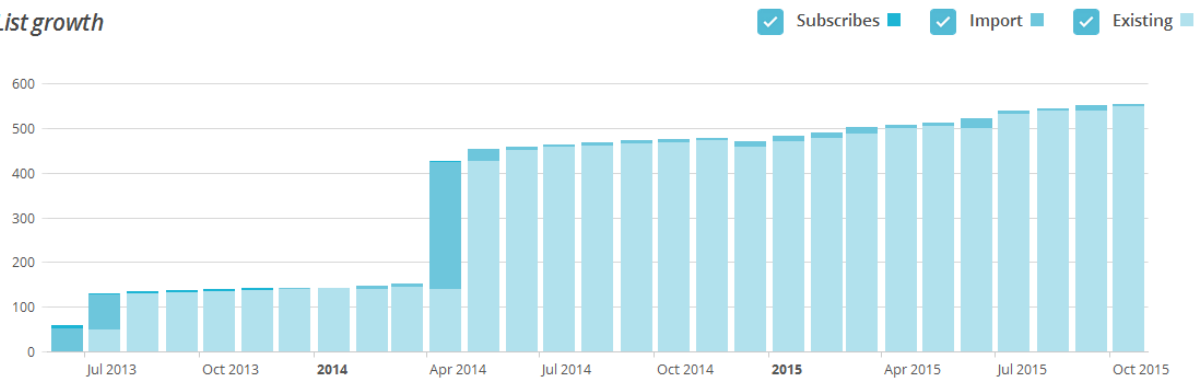


Figure 1 Evolution over time of the number of recipients of the RISKSUR newsletter

1.2 Forwarding via other channels

In order to ensure that the widest possible audience was reached, partners also used their own mailing lists to forward the newsletter to stakeholders not registered in the recipients' database. While we don't have the exact numbers of how many times such direct email forwarding took place, in an indirect way we were able to have some feedback. The email marketing system used for delivery of the newsletter (MailChimp) registers for each issue of the newsletter the so-called 'Total opens', meaning the number of times the campaign was opened by recipients. This count includes multiple opens from individual recipients. As all instances of an e-newsletter that were forwarded from the email client of one of the primary recipients will register as if it was the same copy (with multiple opens), we can assume a rough estimate of the size of this multiplying effect. The ratio between 'Opened' and 'Total opens' was approximately 1:4 on average.

Another big multiplier was linking the newsletter in the EMPRES-Animal Health 360 Bulletin, the Food and Agriculture Organization of the United Nations' journal dedicated to sustainable international development. Facilitated by RISKSUR partner FAO, it disseminated the newsletter to the following lists:

1. Chief Veterinary Officers (CVOs)
2. Emergency Prevention System for Animal Health (EMPRES-AH) subscribers
3. Divisional lists
4. Update lists

Approximately 1,000 subscribers receive the FAO EMPRES 360 Bulletin worldwide.

2 Statistics

The report generated natively by MailChimp provides an at-a-glance look at how well a campaign performed: who was sent, when they opened, what they clicked, how many successful deliveries were made, and other information. Statistics are available for the first four issues at the time of writing this document, as per Table 1.

The following information was retrieved from the campaign reports:

- Recipients: Number of subscribers the campaign was sent to.
- Open rate: Percentage of successfully delivered campaigns that registered as an open.
- Click rate: Percentage of successfully delivered campaigns that registered a click.
- List average for opens and clicks: Average percentage of opens or clicks on previous campaigns sent to this list.
- Industry average for opens and clicks: Average percentage of opens or clicks for campaigns in industries similar to this newsletter.

- Opened and Clicked values count each recipient only once, even if they open or click multiple times.

Table 1

	Issue N°1: Jul 2013	Issue N°2: Apr 2014	Issue N°3: Dec 2014	Issue N°4: Apr 2015	List average	Industry average
Recipients	140	469	471	530		
Opens	54	192	167	203		
in %	38.6%	41%	36.5%	40%	39%	19.3%
Clicks	15	58	43	47		
in %	10.9%	12.4%	9.4%	9.3%	10.5%	3.3%

The high open and click rates well above the industry average (see Table 1) demonstrate a good match between the presented topics and the interests of the target group and make the RISKSUR newsletter a highly successful dissemination activity.

Issue 2

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RISKSUR Newsletter
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NEWSLETTER
2014 / 01

In this issue:

- Report: Surveillance mapping
- Tool for evaluation of surveillance systems
- RISKSUR at ICaHS² conference
- ASF webinar: Last seats available!
- Best practice workshop






Dear <<First Name>> <<Last Name>>,>

Welcome to the second edition of the RISKSUR newsletter!

The RISKSUR project aims to develop support tools for the design of cost-effective, risk-based animal health surveillance. Over the last months, we targeted a major research effort towards **mapping the system context within which animal health surveillance is conducted** in several EU countries. Such work has not been done previously. As a result, we are very pleased to be able to now present a comprehensive description of animal health surveillance activities and the associated systems context. A further focus of recent work has been to develop a **conceptual and analytical framework for animal health surveillance system design**. This will be applicable to different production systems taking into account both economic as well as epidemiological factors.

On a personal note, of the different multi-partner research projects I have participated in, RISKSUR is probably the most demanding in terms of the need for almost constant extensive and frequent interaction among the majority of partners. Given this challenge, I am particularly pleased with the progress of the project so far and I am **most grateful to the whole project team** for their work effort and constructive attitude.

I am also very excited that 3 oral and 1 poster presentation based on RISKSUR research were selected for presentation at the **2nd International Conference on Animal Health Surveillance (ICaHS²)** in Havana in May.

Finally I would like to take the opportunity to thank all members of our two **Advisory Boards** for their direct and indirect support as well as their valuable contributions! I hope you will enjoy our newsletter.

Prof. Dirk Pfeiffer, RVC London
On behalf of the RISKSUR Consortium

Report

on "Mapping of animal health surveillance and its system context in Europe"



RISKSUR partners have recently completed the work on mapping existing surveillance components in seven European countries (France, Germany, Great Britain, the Netherlands, Spain, Sweden and Switzerland) and the context within which animal health surveillance is conducted in Europe. The resulting **report** describes the animal production system characteristics and dynamics, and how populations and service providers are connected and embedded into current animal health surveillance.

Data were collected on existing private and public surveillance, critical infrastructure and decision-making processes, as well as on human and animal populations and between-country trade flows across Europe. The report also presents the key decision-making criteria identified by the relevant stakeholders for a total of 484 surveillance components included in the analysis, which were either of active or enhanced passive type.

This research describes key surveillance characteristics and highlights the linkages between systems and countries and consequences for risk management and further research. It is shown that there is indeed a need for more integrated analyses of system characteristics within and between countries and these should explicitly include temporal and spatial dynamics, such as trade flows. A brief synopsis of the report is available for download from the RISKSUR webpage:
<http://www.tp7-risksur.eu/sites/tp7-risksur.eu/files/D1.1%20Research%20Brief.pdf>

The EVA tool:

an integrated approach for evaluation of animal health surveillance systems



Animal health surveillance systems need to be tailored to particular animal production system characteristics which are in turn influenced by a mix of epidemiological, ecological, economic, social and environmental factors. Given the dynamic nature of these systems, it is essential to regularly re-evaluate the effectiveness of the surveillance programmes.

One objective of the RISKSUR project is to develop a practical tool providing guidance to decision makers when performing integrated **economic and epidemiological evaluation of animal health surveillance systems**. So far, an assessment of the needs and challenges has been performed and a conceptual model of a decision support tool for economic evaluation of animal health surveillance systems has been developed (EVA tool) based on several expert discussions. The EVA tool builds on existing evaluation frameworks, methods and tools. Users will have to provide inputs in relation to the evaluation question and the context (epidemiological situation, surveillance objectives and data availability) of the evaluation process. The tool will then use this information to recommend an appropriate set of evaluation attributes and corresponding measurement methods. It will also offer detailed guidance on the application of the methods and the interpretation of the outputs generated.

More detail on the currently envisioned structure and logic of the EVA tool are presented in a **recent report produced by the RISKSUR consortium** together with the evaluation and development challenges yet to be addressed.

RISKSUR

at ICaHS² 2014 in Havana

The **2nd International Conference on Animal Health Surveillance (ICaHS²)** will take place in Havana, Cuba, 7-9 May, 2014. RISKSUR will be represented with three oral presentations and one poster presentation.

RISKSUR webinar

series to start with session on African swine fever



On **18 May 2014**, at 16:00 (CEST) we will run the first in a series of 'RISKSUR Surveillance Surgery' webinars. The theme of the first session is **African swine fever (ASF) surveillance**. It will be delivered using an online meeting format, where participants will have the opportunity to ask questions and contribute information in relation to ASF surveillance. Topics such as design, implementation and evaluation of surveillance programs for African swine fever will be covered. Some of the key experts in this field in Europe will be attending, including **RISKSUR consortium members** Prof. Jose Manuel Sanchez Vizcaino from Universidad Complutense de Madrid (Spain) and Dr. Sandra Blome from Friedrich Löffler Institut - Bundesforschungsinstitut für Tiergesundheit (Germany). Participation will be free of charge. The webinar will run for 1.5 hours at maximum, and it will be recorded.

The webinar will run for 1.5 hours at a maximum. **Last seats available!** If interested, don't hesitate to contact **Jorge Pinto Ferreira** at Salaso.

Best practice workshop & guidelines

RISKSUR will conduct a workshop with the goal to **develop best-practice guidelines for animal health surveillance** on September 30, 2014, in The Hague, The Netherlands. A total of 25-50 participants, with a mixed background in surveillance research, practice and policy will be invited to attend. Workshop organisation is led by RISKSUR partner SAFOSO. Please direct any enquiries to **Katharina Stark**.

As the outcome of the workshop, best surveillance practice guidelines will be drafted under the leadership of RISKSUR partner FAO (Food and Agriculture Organisation of the United Nations). The document will be based on ongoing work at FAO and OIE (World Organisation for Animal Health) and will be further developed through external consultation. Topics to be covered will include: surveillance objectives, approaches, data collection, surveillance protocols, data analysis, result presentation and communication. FAO contact: **Julio Pinto**



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Issue 4

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NEWSLETTER

ISSUE 4

JUNE 2015

IN THIS ISSUE:

- RISKSUR Symposium Proceedings
- RISKSUR Best Practice Document
- RISKSUR Webinars
- Terminology Working Group
- RISKSUR Online Training Material
- Latest Publications

in

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Project Website

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WELCOME



The RISKSUR project is in its final year and we are working on the final project outputs. Beyond new scientific understanding and theoretical concepts, most importantly RISKSUR will provide **practical web-based tools**, e.g. for guiding the (re-)design, documentation and evaluation of surveillance systems. But already now, RISKSUR has produced a number of deliverables which are of immediate relevance to decision makers and practitioners in the field of animal health surveillance. I am sure there is something in it also for you. Enjoy the read!

Dirk Pfeiffer
The Royal Veterinary College
Coordinator of RISKSUR

RISKSUR Symposium Proceedings

Animal Health Surveillance 2.0

RISKSUR held a one-day symposium on current challenges and priorities in animal health surveillance. The event took place on March 24th, 2015 in Ghent, Belgium, prior to the annual meeting of the Society for Veterinary Epidemiology and Preventive Medicine (SVEPM 2015). The symposium was a great success with over 50 participants from 17 different countries, stimulating talks, and a busy round of group discussions.

The symposium's proceedings are publicly available as video recordings and PDF documents [on our website](#).



Best Practices

In Design, Implementation and Evaluation of Animal Health Surveillance Systems

Under the leadership of FAO and SAFOSO, the RISKSUR consortium is currently preparing a comprehensive document on best practices in animal health surveillance. The focus will be on **risk-based and cost effective surveillance of infectious diseases of livestock in the European Union**. The document will cover the complete cycle from planning, design and implementation all the way to evaluation of surveillance systems.

The publication of the final document is planned for October 2015. For additional information please feel free to contact [Aneek Backx at FAO](#).



Working group notes from the RISKSUR Best Practice Workshop 30 September 2014

Surveillance Surgery N°5

RISKSUR live webinar series

Last chance to sign up for the **fifth session in the RISKSUR webinar series** covering hot topics and best practices in animal health surveillance!

- Topic: **The RISKSUR Surveillance Design Tool**
- Speaker: **Dr. Fernanda Dórea** (Swedish National Veterinary Institute, SVA)
- Date: **11th June 2015, 15:30 CET**
- Format: 30-min presentation followed by a roundtable discussion
- Who should participate: **Professionals and researchers in animal health surveillance**

The webinar will run for 1.5 hours at a maximum. Last seats are still available! If interested, don't hesitate to contact [Jorge Pinto Ferreira at SAFOSO](#).

To access recordings of the previous 4 webinar sessions, go to the [RISKSUR website](#)



animal health surveillance

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Terminology Working Group

In the last newsletter, a terminology working group targeting surveillance terminology was introduced, which had been established in August 2014. Recently, a **second discussion stream** has been set up targeting evaluation terminology. The aim is to agree on consistent working definitions to be used within the RISKSUR project. Terms that were inconsistently applied in literature or by project members are being discussed. The focus lies on those terms that are relevant for future users of the surveillance design and evaluation frameworks. Outputs are documented by means of refined definitions, illustrative examples or diagrams.

Results from the first topic (means of data acquisition) are already **available online**. The second topic focuses on surveillance purpose and objective as well as characteristics of the main objectives: early detection, disease freedom, prevalence estimation and case detection. The third topic targets the terms 'evaluation' and 'assessment', which are occasionally used as synonyms. However, experts consider them as different concepts. Whilst 'evaluation' includes judgement of the surveillance system and recommendations to strengthen it, 'assessment' is more a technical exercise, involving measurement of indicators.

All terminology outputs will be published on the [RISKSUR website](#) and are open for external input. Please feel free to use this content as reference or for illustration purposes (e.g. training).



RISKSUR Online Training


First two modules of RISKSUR training material are published

RISKSUR has published the first two modules in a web-based training series.

- Module 1: Introduction to Animal Health Surveillance
- Module 2: Risk-Based Surveillance

The training material is made available in the form of individual session recordings. Viewers can watch the presentations while listening to the trainer explaining the content. It is easy to navigate across chapters and sections of the recording to the content that is most relevant to you.


Enjoy the first two modules and watch out for more to come [on the RISKSUR website](#)



Latest Publication

C. Carba, F.L. Goudard, L. Hovvle, P. Hensler, A. Lindberg, C. Baergeman and M. Peyre (2015). **Surveillance systems evaluation: a systematic review of the existing approaches**. BMC Public Health, 15:445.

Access this and further RISKSUR publications [on our website](#)



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