

Terrestrial Animal Health Standards Commission Report

March 2009

GLOSSARY

For the purposes of the *Terrestrial Code*:

Communication

means the discipline of informing, influencing, and motivating individual, institutional and public audiences, preferably on the basis of interactive exchanges, about any issue falling under the mandate of the OIE and the competence of the *Veterinary Services*.

Crisis

means a time of great danger, difficulty or uncertainty when problems related to any issue falling under the mandate of the OIE and the competence of the *Veterinary Services* require immediate action.

Crisis Communication

means the process of providing information of potentially incomplete nature within time constraints that allows an individual, affected and/or interested parties, an entire community or the general public to make best possible decisions and be informed of and/or accept policy decisions and rationale behind policy decisions during a crisis.

Outbreak communication

means the process of communicating in the event of an *outbreak*. Outbreak communication includes *notification*.

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