

# Terrestrial Animal Health Standards Commission Report

## U S A C O M M E N T S

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*.

**Rationale:** The proposed definition with the deletion of the text “influencing and motivating” more accurately reflects the meaning of communication, which is the imparting of information or ideas. The act of communication may or may not influence or motivate depending on the content of the conveyed information.

#### 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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