



## Campaign Content Calendar *“only One health”*

The International Livestock Research Institute is putting forward a new agenda for investment opportunities to promote the benefits around One Health.

This calendar offers materials to enable you and your organisations to support this endeavour across various communications channels from media to events to social media.

ILRI is launching an online campaign called *There is Only ONE Health*. The purpose is to drive investment into interventions for zoonotic disease, antimicrobial use and food safety through social media. While ILRI prioritises Twitter for online engagement, we encourage amplification across all channels.

**ALL MATERIALS ARE UNDER STRICT EMBARGO UNTIL 00:01 EST / 05:01 GMT.**

All social media assets are available to download here:

<https://drive.google.com/drive/folders/1vk6u2VOciF85qfvhNuYsg3jTetUyKCgp?usp=sharing>


This folder contains:

1. Campaign video
2. Twitter thread assets - core investment opportunities
3. Twitter thread assets - supporting investment opportunities
4. Campaign identity and logo

## 5. Campaign content calendar

Please share our dedicated page on the website with the link to the full report 'Livestock pathways to 2030: One Health Brief' and useful resources: [whylivestockmatter.org/invest-in-one-health](http://whylivestockmatter.org/invest-in-one-health)




### Content calendar

Date	Type	Theme	Tweet copy	Thumbnail	Status
Wed 21 July	Standalone tweet		<p><a href="#">#OneHealth</a> tells us healthy livestock can protect us from future pandemics &amp; help adapt to climate change.</p> <p>However, this requires investment. Over the next weeks, we will set out 18 ways in which investment in livestock will help build societal resilience.</p> <p><a href="#">#onlyONEhealth</a></p>	 <p>Core One Health Investments</p> <p>Examples of livestock-based interventions for zoonotic disease, antimicrobial use and food safety</p> <p>only ONE Health</p>	UP NEXT ▾
	Video		<p>Did you know that 60% of all human infections are zoonotic (diseases from animals?)</p> <p><a href="#">#OneHealth</a> means healthy people, animals &amp; ecosystems - livestock are at the heart of One Health.</p> <p>For a safer world, invest in <a href="#">#onlyONEhealth</a></p> <p><a href="http://whylivestockmatter.org/invest-in-one-health">whylivestockmatter.org/invest-in-one-health</a></p>	<a href="#">Campaign video</a>	UP NEXT ▾
Thu 22 July	Twitter thread		<p>💡 There are 9 livestock-based interventions that require investments in the areas of zoonotic disease, antimicrobial use &amp; food safety.</p> <p>Here are the practical actions that governments, investors,</p>		UP NEXT ▾

		<p>policy-makers &amp; One Health experts can invest in for better health</p> <p><a href="#">#onlyONEhealth</a> 1/10</p> <p>Invest in integrated human &amp; animal surveillance, vaccines, &amp; decision-making tools.</p> <p>💡 Disease-control methods &amp; decision-making tools already help protect us from the spread of East Coast and Rift Valley fever</p> <p><a href="#">#onlyONEhealth</a> 2/10</p> <p>Invest in vaccines &amp; diagnostics to prevent diseases transmitted between animals &amp; humans.</p> <p>💡 Wider use of livestock vaccines, limits the development of antimicrobial resistance in pathogens, thereby protecting human as well as animal health.</p> <p><a href="#">#onlyONEhealth</a> 3/10</p> <p>Invest in the early detection of emerging 'zoonotic' diseases – e.g. diseases from animals like COVID-19 &amp; SARS.</p> <p>💡 Improving detection will help control infections in livestock before they can jump to humans &amp; before they can grow into pandemics.</p> <p><a href="#">#onlyONEhealth</a> 4/10</p> <p>Invest in managing the rational &amp; fair use of antibiotics &amp; other antimicrobials in livestock farming.</p> <p>💡 This will help decrease the risk that viruses &amp; bacteria that cause disease become resistant to medicine, &amp; save millions of lives – both human and animal.</p>		
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		<p><a href="#">#onlyONEhealth 5/10</a></p> <p>Invest in advance understanding of what drives the spread of livestock-mediated endemic zoonoses.</p> <p>💡 This will help reduce the health risk to animals &amp; people, cutting human illnesses &amp; deaths &amp; saving trillions of dollars in control of zoonoses.</p> <p><a href="#">#onlyONEhealth 6/10</a></p> <p>Invest in systems that control soil-transmitted helminth infections.</p> <p>💡 This will greatly reduce the numbers of children nutritionally &amp; physically impaired by infections caused by intestinal worms e.g. hookworms.</p> <p><a href="#">#onlyONEhealth 7/10</a></p> <p>Invest in control of pathogens that cause foodborne diseases.</p> <p>💡 The use of livestock vaccines &amp; other control methods reduces the presence of foodborne pathogens in livestock &amp; reduces people's risk of consuming contaminated food.</p> <p><a href="#">#onlyONEhealth 8/10</a></p> <p>Invest in food safety in informal &amp; traditional markets.</p> <p>💡 This will help reduce health risks to poor people, who benefit directly from informal markets. Investments on formal &amp; export markets mainly reduce health risks to richer people.</p> <p><a href="#">#onlyONEhealth 9/10</a></p> <p>Invest in integrating One Health approach at policy &amp; regulatory</p>		
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			<p>levels.</p> <p>💡 One Health approach will help all levels of government to develop early warning mechanisms, establish rapid response procedures &amp; capacities &amp; raise public awareness on 'health'.</p> <p><a href="#">#onlyONEhealth</a> 10/10</p>		
Fri 23 July			<p>Disease can be devastating for <a href="#">#livestock</a>, &amp; for the people whose livelihoods depend on them.</p> <p>For many pastoralists and <a href="#">#smallscalefarmers</a>, the loss of even one cow can be disastrous.</p> <p>EastCoastFever across African countries kills one cow every 30 seconds 1/4</p> <p>This results in an annual loss of \$300 million.</p> <p>ILRI scientists in partnership with the Kenya Veterinary Research Centre worked together to develop &amp; mass produce a vaccine which prevented the untimely deaths of some 400,000 animals between 1997-2014 2/4</p> <p>'The vaccine is really robust. In communities where it's been used, there's been a lot of improvement in livelihoods, nutritional status, &amp; new opportunities for youth'. 3/4</p> <p>Invest in new vaccines &amp; improve existing ones in order to amplify their benefits &amp; safeguard the livelihoods of <a href="#">#smallscalefarmers</a>.</p> <p>Learn more 🖱️ <a href="https://shorturl.at/FPRY2">shorturl.at/FPRY2</a>.</p>		UP NEXT ▾
			<p>n 2006/07, <a href="#">#RiftValleyFever</a> (RVF), a deadly livestock disease that transmits to humans, infected more than 1,000 people.</p> <p>394 people died. The severity of the epidemic was due to delays</p>		UP NEXT ▾



			<p>in:</p> <ul style="list-style-type: none"> <li><del>X</del> recognizing risk factors</li> <li><del>X</del> taking decisions to prevent &amp; control the disease 1/3</li> </ul> <p>The solution to these delays?</p> <p>The development of a decision-support tool which provides clear, practical guidance to help respond to the various stages of the RVF epizootic cycle. 2/3</p> <p>The tool helps veterinarians &amp; public health actors collaborate in preventing future outbreaks &amp; reducing the impacts of RVF on both cattle &amp; humans.</p> <p>Invest in integrated human &amp; animal surveillance, vaccines, &amp; decision-making tools. 3/3</p>		
Weekend					
Mon 25 July			<p>  We've set out so far 9 practical actions that governments, investors, policymakers &amp; One Health experts can invest in for better health.</p> <p>Beyond these, we also need to invest in livestock-based interventions that support the One Health agenda more broadly.</p> <p><a href="#">#onlyONEhealth</a></p>		UP NEXT ▾
			<p>Invest in raising awareness of the 'win-win' value of livestock welfare.</p> <p> This will help promote the understanding that better-cared-for farm animals produce safer &amp; higher quality foods &amp; safeguard national economies from trade restrictions &amp; bans.</p> <p><a href="#">#onlyONEhealth</a></p>		UP NEXT ▾

		<p>Invest in evaluating the levels of greenhouse gases emitted by small livestock farms.</p> <p>💡 Climate hazards evaluation of livestock-keeping will enable countries to incentivize livestock keepers to minimize their emissions &amp; benefit from carbon stored in their soils.</p> <p><a href="#">#onlyONEhealth</a></p> <p>Invest in smarter feeding that uses local forages, crop wastes &amp; other feedstuffs inedible by humans.</p> <p>💡 Better livestock feeds help raise livestock production yields of farmers &amp; reduce waste &amp; the greenhouse gas 'intensity' of their cattle, sheep &amp; goats.</p> <p><a href="#">#onlyONEhealth</a></p> <p>Invest in 'mixed' farming systems which grow crops as well as raise animals.</p> <p>💡 Supporting mixed crop-and-livestock farms will help them become 'regenerative' &amp; profitable. Nutrients &amp; other resources are recycled, waste is minimized &amp; biodiversity is protected.</p> <p><a href="#">#onlyONEhealth</a></p> <p>Invest in making both human &amp; animal health services available in pastoralist areas.</p> <p>💡 Increasing the uptake of health services by hard-to-reach pastoralist communities can massively support the One Health agenda.</p> <p><a href="#">#onlyONEhealth</a></p> <p>Invest in participatory rangeland management, local governance training &amp; livestock route mapping.</p>		
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			<p>💡 This will improve the productivity &amp; health of rangeland communities which can then better cope with environmental threats &amp; protect their natural resources.</p> <p><a href="#">#onlyONEhealth</a></p> <p>Invest in vaccines against neglected livestock diseases which can reduce antibiotic use.</p> <p>💡 Commercializing vaccines will prevent antimicrobial resistance from antibiotic use &amp; reduce land &amp; water pollution caused by pesticides used to control pest diseases.</p> <p><a href="#">#onlyONEhealth</a></p> <p>Invest in compost and biodigest animal &amp; human waste for fertilizer &amp; biogas.</p> <p>💡 Using animal &amp; human waste to fertilize soils or turning it into biogas will save resources e.g. in the form of firewood &amp; reduce microbial contamination.</p> <p><a href="#">#onlyONEhealth</a></p> <p>Invest in information &amp; services for livestock keepers that can help them protect everyone's health.</p> <p>💡 Supporting farmers to promote One Health will improve animal welfare &amp; human nutrition, increase household incomes &amp; reduce transmission of zoonotic diseases.</p> <p><a href="#">#onlyONEhealth</a></p>		
Tue 26 July			Pastoralism is an effective & productive livelihood system.		UP NEXT ▾



			<p>⚡ However, climate change threatens pastoral communities.</p> <p>Droughts &amp; severe land degradation, exacerbates pastoralists to move their livestock more frequently across the rangeland to access grazing resources &amp; markets 1/3</p> <p>Livestock route mapping will improve the productivity &amp; health of rangeland communities. The mapping can help to:</p> <ul style="list-style-type: none"> <li>✓ plan interventions</li> <li>✓ provide better access to services</li> <li>✓ safeguard pastoralists' key resources</li> <li>✓ support their resilience to climate impacts 2/3</li> </ul> <p>Invest in participatory rangeland management, local governance training &amp; livestock route mapping.</p> <p>Learn more 🖱️ <a href="https://shorturl.at/aeqT3">shorturl.at/aeqT3</a> 3/3</p>		
Wed 27 July			<p>Livestock health problems are directly linked to rangeland health.</p> <p>The One Health approach helps safeguard the nutritional security, health &amp; income of pastoralists by fostering healthier &amp; more productive rangelands, which can then produce healthier livestock &amp; livestock products.</p> <p>There is <a href="#">#onlyONEhealth</a>.</p>		UP NEXT ▾
Thu 28 July			<p>There are already more than 4 million camels in Kenya.</p> <p>Unfortunately, camels are one of the livestock reservoir for <a href="#">#MERSCoV</a> which has caused several outbreaks. 1/3</p> <p>ILRI scientists have been conducting enhanced surveillance of MERS in camels which helps to:</p> <ul style="list-style-type: none"> <li>🐪 better understand camel diseases</li> <li>🐪 lead to improved veterinary care &amp; camel health</li> </ul>		UP NEXT ▾

			<p> get ahead of potential outbreaks in humans 2/3</p> <p>The best way to combat MERS is to prevent outbreaks from occurring.</p> <p>Invest in integrated human &amp; animal surveillance, vaccines, &amp; decision-making tools.</p> <p><a href="#">#onlyONEhealth</a> 3/3</p>		
Fri 29 July			<p>Improved inspection &amp; surveillance in meat facilities &amp; farming systems contributes to:</p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> prevention of zoonotic disease transmission</li> <li><input checked="" type="checkbox"/> food safety</li> <li><input checked="" type="checkbox"/> keeping diseases from reaching the broader environment</li> </ul> <p>onlyONEhealth</p> <p>Learn more  <a href="https://shorturl.at/lmqy4">shorturl.at/lmqy4</a></p>		UP NEXT ▾