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# Updates from the IPPC Secretariat on Communications

International Day of Plant Health and Regional Communications Network

**XX. Prepared for the IPPC Regional Workshops 2025**



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## Key progress

Implemented Secretariat-wide communication activities and products, guided by the

### **IPPC Secretariat Annual Communications Plan 2025**

Based on the same milestones in the IPPC Global Communications Strategy

Developed internal tools to track communication activities, products and events





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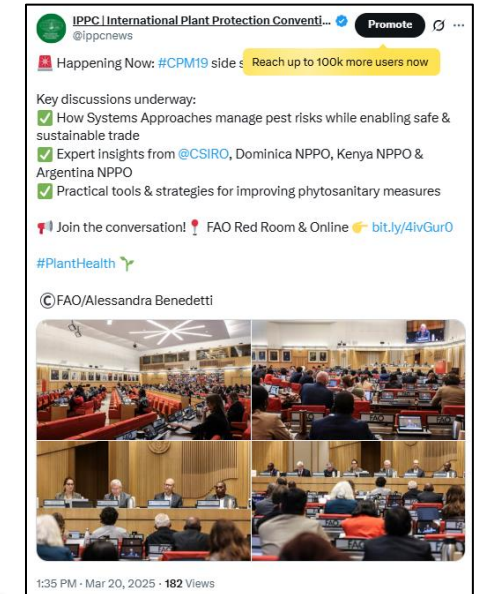
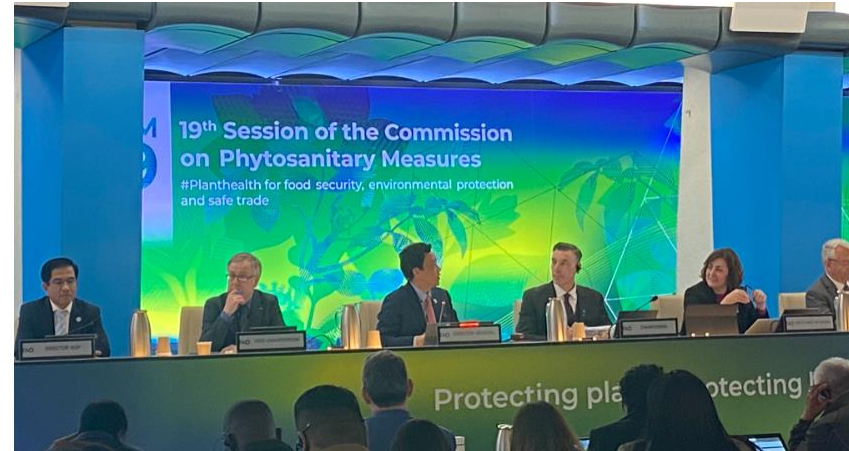
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## CPM-19 branding and promotions

*To raise IPPC visibility*

- stage design at the FAO Plenary Room
- internal promotions within FAO offices
- social media promotion
- news articles on the IPP
- promotion of side sessions
- CPM-19 photos added to FAO Digital Media Hub (publicly accessible)



**Strengthening global phytosanitary measures:  
CPM-19 side session advances Systems  
Approaches**

Posted on Fri, 21 Mar 2025, 1

**CPM-19 approves the development of International  
Standard on Phytosanitary Measures for  
Humanitarian Aid**

Posted on Thu, 20 Mar 2025, 15:53





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## International Day of Plant Health, 12 May 2025

### High-Level Hybrid Event – El Salvador (hosted by OIRSA)

- Theme: The importance of plant health in One Health
- Opened by FAO DG QU Dongyu (video), NSP Director moderating
- Speakers: Ministers (El Salvador, Honduras), OIRSA, Nobel laureate Rigoberta Menchú Tum
- Interdisciplinary and inclusive technical session
- First time IDPH was held outside FAO HQ to showcase regional innovation, i.e. OIRSA's 3D virtual reality for pest surveillance

***The IPPC Secretariat wishes to extend its deep appreciation to OIRSA for an excellent organization of the high-level event and their extensive promotion in the media and on social media.***





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## Key outcomes

**1+ billion**

Impressions on IDPH content (number of times IDPH content was displayed online)

**187+ million**

Users reached (number of unique individuals who saw IDPH content)

**1300**

Virtual  
Participants and  
livestream views

**1000+**

Views of new video  
on plant health and  
One Health

**45**

Media outlets  
covered IDPH  
around the world

**60+**

Countries celebrating  
and organizing an IDPH  
event





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## IDPH in the media



To drum up interest on the Day in El Salvador, Yurdi YASMI, Sarah BRUNEL, and Raúl Antonio Rodas SUAZO gave interviews to local media TCS' Frente a Frente show.

This is one of the most-watched programs in the entire Republic of El Salvador. The program is hosted by journalist Moisés Urbina and broadcast on open television throughout El Salvador.

Watch the interview [here](#).

In addition, statements were made to other television channels, including Channel 12 and Channel 21 in El Salvador.





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## Update on IPPC Regional Communications Network

Dec 2025 - CPM Bureau approved the IPPC Secretariat's proposal to conduct a survey on NPPOs' and RPPOs' information needs

The survey results will help determine how best to bridge the information gaps first, before scaling up to set up complex communications networks that may have low uptake from some regions.

Further steps are put on hold until a new Secretary is on board to provide insights and further guidance.



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## New strategic approach to communications

### TARGETS:

Create greater **impact**

Achieve greater **visibility**

Build **brand recall** and  
**association**

### STRATEGIES:

Do less with more impact

Identify short-, medium-, long-term  
priorities

Segment audiences

Communicate RESULTS

Measure outreach (quantitative and  
qualitative)





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## We'd like to hear from you

1. What key information do you need to communicate to your stakeholders?
2. How can the IPPC, NPPOs and other RPPOs support you to communicate better?
3. How can the media (regional or national) help you to communicate better?

*Participants are encouraged to provide feedback by sending an email to:*

**Mutya Frio, IPPC Communications Specialist: [mutya.frio@fao.org](mailto:mutya.frio@fao.org)**

*Feedback will be consolidated and discussed at the secretariat for potential next steps.*



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# 2025 IPPC REGIONAL WORKSHOP

# Thank you

**IPPC Secretariat**

Food and Agriculture Organization  
of the United Nations (FAO)  
[ippc@fao.org](mailto:ippc@fao.org) | [www.ippc.int](http://www.ippc.int)