



**Farmed Animal Health and Welfare 2020 –
a strategy for animal agriculture in Canada**

Council Forum 2014

NATIONAL FARMED ANIMAL HEALTH AND WELFARE COUNCIL

Background

- The renewal process extends the existing national animal health and welfare strategy to 2020
- Renewal:
 - updated strategic outcomes
 - identified five-year priorities
 - Introduced mechanism to increase collaboration, communication and coordination
- Renewal captures and communicates the huge amount of work already being done

Renewal Goals

- Increase participation in strategy
- Inspire and engage stakeholders across Canada to coordinate policy/activities to achieve common strategic outcomes
- Enable collaboration, a national conversation
- Enable integrated evaluation
 - analyze data provided to Council
- Create knowledge and confidence in decisions
- Support management excellence
- Create common voice for public relations

A strategy for all partners

Strategic Outcomes

1. Safe animal food products are accessible to Canadians.
2. Canada protects the health of farmed animals, people and the ecosystem (One Health).
3. The Canadian farmed animal industry is profitable and sustainable.
4. Canada protects the welfare of farmed animals.
5. The Canadian farmed animal health and welfare system is trusted world wide.
6. The Canadian farmed animal health and welfare system is coordinated and constantly improved.

The original strategic outcomes were refined in 2014 (shortened from eight to six)

Five-Year Priorities

with example activities

- **Emergency management**
 - Response to emerging diseases
 - Update your emergency management plan
 - Conduct an exercise
- **Social licence**
 - Antimicrobial stewardship promotion/research programs
 - Animal welfare promotion/research
 - Food safety programs
 - Public relations activities (including national annual report!)
- **Leadership capacity**
 - Contribute to national strategy
 - Advocacy, mentoring programs

Stakeholder Consultations

- Webinar – April 2014
- Organization presentations April-October 2014
- Council Update (newsletter)

Stakeholder input and feedback

- Directly at organizational presentations
- Forum 2013 participation and follow up input
- On-line survey of webinar participants, organizations which received presentations

Survey results:

- High level of support for the strategic outcomes and priorities
- Commitment to work with other organizations collectively
- Useful additional comments

A strategy for everybody

- National organizations
- Provincial organizations
- All orders of government
 - Federal
 - Provincial
 - Municipal
- Individual producers
- Citizens

Everybody can contribute *as they see fit!*

Roles

- Strategy participants will:
 - Consider the strategic outcomes and priorities when developing programs
 - Monitor their own progress with metrics
 - contribute their activities and achievements to a national annual report
- National Farmed Animal Health & Welfare Council will:
 - monitor metrics to assess collective progress on strategic outcomes
 - provide metrics and advice to participants
 - create a national annual report

How is this approach different?

- Traditional strategies:
 - Are prescriptive/rigid
 - Depend on central authority/mgmt
 - Require participants to change their plans
- This strategy:
 - Flexible (you can adopt all/part of strategy)
 - Supports participants' existing plans
 - Depends on collaborative governance

Approach: “**Collaborative Governance**”

- Authorities do not change
- Asks participants to work on strategic outcomes and five-year priorities in whatever way they wish
- Empowers participants with information
- Encourages participants to collaborate
- Reduces duplication of effort
- Increases capacity for swift change
- Self-managing, voluntary

Horizontal Management



Annual Strategy Management Process

- To be developed - implementation in 2015
- From participants, gather:
 - Contributions toward the strategic outcomes, five-year priorities
 - photos
 - Data that can be used to analyze progress toward outcomes
- Create, publish (online) and promote national annual report
- Analyze data, progress toward strategic outcomes
- Communicate progress to participants
- Host annual forum, regional meetings, webinars, etc. to encourage and facilitate conversation and collaboration

What is Being Asked of Us?

1. Be an active participant in the national conversation
2. Utilize the renewed strategy to identify opportunities to align, collaborate, partner and provide leadership
3. Contribute your activities to the annual progress report
4. Utilize Council's progress report on strategic outcomes, five-year priorities
5. Contribute, where appropriate, to assist council to analyze and communicate progress

Next Steps

Four new activities

- Strategy promotion
- Measures and analysis
- Strategy reporting
- Online reporting tool

Two teams – with external support - will be formed to begin work in 2015

Strategy promotion

- This team energizes the conversation about the strategy
- Does not wait for other teams: strategy starts now
- Asks participants to respond to strategic outcomes and priorities
- Reminds participants to start organizing to report anecdotally about what they are doing, and also contribute performance measures data
- Tools: face to face, telephone, media releases

Performance measures and analysis

1. Create rigorous and scientifically valid measures that Council can use to gauge how well Canada is doing to progress strategic outcomes.
2. Create national capacity and protocol to collect and analyze data sets, and report to Council and other Canadians.

Note: this highly technical function should not be confused with the anecdotal reporting on activities that participants will post in the online report.

Strategy reporting

1. In consultation with participants, create content categories for anecdotal reporting by stakeholders in the online report
 - Activities related to strategic outcomes?
 - Activities related to priorities?
 - Photos (so important!)
2. In consultation with online reporting tool team, create structure of online report

Online report

- Three phases: Research, propose and create online report
- Highly technical team that must have IT resources
- Must liaise constantly with other teams in order to create a report that will meet the evolving needs of strategy participants and stakeholders

Together we can, together we will ...

- Implement the strategy
- Report our initiatives which impact strategic outcomes and follow priorities
- Participate in developing a collective report to maximize impact
- Collaborate to create change in Canada's animal health and welfare system

The time is NOW!

Support materials

- National Farmed Animal Health and Welfare Strategy (2009)
- Brochure for Farmed Animal Health and Welfare 2020 – a strategy for animal agriculture in Canada
- Future communications on the NFAHW Council website