



ONE HEALTH – ESSENTIAL FOR (VETERINARY) MEDICINE



'Surprises' will hamper future health and prosperity



Photo credit (L to R): The Globe and Mail, Kim Owen, Marcus Kauffman, Rene Roy/Wreckhouse Press via AP

'Can we have two golds?'

Our writers' best moments of Tokyo 2020

● Sport



The Guardian

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Global Brands

Long-term impact

Environment

Buying decisions are influenced mainly by price and convenience, reports Rod Newing

A survey of environmental issues is growing among consumers, who now understand clearly the role that business plays in protecting the environment.

With beyond media and social networking, consumers have the tools to quickly brand catch but any perceived transgression anywhere in the world.

"As the role of social media has grown, brands are increasingly exposed to criticism by consumers for things they have done on the other side of the world," says Tim Ellis, strategy and research director at IQRA, a branding agency. "You can now report on every brand because they are involved in something that is a global brand."

However, the long-term impact on brands is not as great as it might seem. People have short memories and most consumers' buying decisions are more influenced by price, convenience or product features.

The Green Guide Global 2010, published by GFK, a consumer research group, reveals that 71 per cent of consumers are in favour of companies that are environmentally responsible.

However, only 30 per cent take the environmental issue into account in purchases, all or most of the time. Similarly, Maitland Green, a sustainability consultancy from North to Norfolk from Ogilvy & Mather, a communications agency, found that 70 per cent of American have good green intentions, but only 40 per cent of them were dedicated to fulfilling them.

"Sometimes the effect is over-

stated, says a very active in who will avoid a brand because of a green label, but only if it is a green label."

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Global climate crisis: the unprecedented and irreversible

● Devastating report is 'code red' warning for humanity, UN chief says

● Rapid and drastic cuts to CO₂ emissions needed this decade, warns IPCC

● Future is not written and worst effects still avoidable - Sharma

Fiona Harvey
Andrew Rawns

Human activity is changing the Earth's climate in ways "unprecedented" in thousands of hundreds of thousands of years, with some of the changes now inevitable and "irreversible", climate scientists warned the world yesterday.

Within the next two decades, temperatures are likely to rise by more than 1.5C above pre-industrial levels, breaching the ambition of the 2015 Paris climate agreement and bringing

widespread devastation and extreme weather. Only rapid and drastic reductions in greenhouse gases in this decade can prevent such climate breakdown, with every fraction of a degree of further heating likely to compound the accelerating effects, according to the Intergovernmental Panel on Climate Change, the world's leading authority on climate science.

The report was given a sombre welcome by world leaders and campaigners, who said the stark findings must force new policy measures as a matter of urgency to shift the global economy to a low-carbon footing. "If

Leader comment

The science is unequivocal. The verdict is clear. There is no more room for manoeuvre, delay or procrastination in dealing with a crisis that is this generation's responsibility to address'

Journal, page 2

Combating climate change: We are in it together

Tian Qi

GUEST COLUMNIST

THE FIRST part of the 19th meeting of the G20, the summit of the world's major economies, was held in Beijing at the end of June. It was the first time that the summit was held in China, and the first time that it was held in a developing country.

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This combination of 2020-2021 photos shows a burning tree in Sequoia National Forest, Calif. Nathan Fisher, whose home and boat were destroyed by Hurricane Ida in Louisiana, La., and the cracked, dry bottom of the Gern-Laggen during an extended drought in Leipzig, Germany. Climate change is leading to sea level rise, flooding, droughts and weather volatility.

The effects of climate change are becoming increasingly apparent. In 2020, the world's major economies, including China and the US, agreed to a joint declaration on climate change. The declaration states that the world's major economies, including China and the US, agreed to a joint declaration on climate change. The declaration states that the world's major economies, including China and the US, agreed to a joint declaration on climate change.

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Arts & Books Review

● Redemption songs: will musicals save the West End? ● A tale of woe: the verdict on King Arthur ● Adrien Brody on life after Oscar ● Fellini's misunderstood masterpiece ● Mark Lanegan ● Ruth Padel

INSIDE: 36-PAGE WEEKLY MAGAZINE

sea: global ts UK birds



unprecedented in the UK. More than 6,000 pairs of birds were recorded last year in the same area. The birds have produced a large number of chicks - fewer than 10 - while the chicks (1,120 pairs) in the same area have failed to produce surviving young.

The 24,000 pairs of birds, and the 10,000 Shetland kittiwakes, have "gradually complete failure", said the Orkney Islands Council, which manages the islands. The birds have "gradually complete failure", said the Orkney Islands Council, which manages the islands. The birds have "gradually complete failure", said the Orkney Islands Council, which manages the islands.

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Handheld held in the back of a penguin: the key seabird food is being depleted by global warming

711



Photo credit (L to R): Naja Bertolt Jensen, Doctors without Borders. TVM News, Daily News Egypt, Jon Berkeley

SARS-CoV-2 Emergence



Influenza H5N1



Few humans till now....



Challenge: Microbiome and Emerging Infectious Diseases

- 60% of human infections are of animal origin
- 5 new diseases appear annually
- 20% of animal losses are due to infectious diseases
- Very limited understanding of microbiome that influences a multitude of chronic diseases



'New' emerging diseases

Appeared in a population for the first time

- COVID-19
- Zika virus
- SARS (first emerging disease in humans of the 21th century)
- Middle East Respiratory Syndrome corona virus (MERS-CoV)
- Ebola Hemorrhagic Fever
- Creutzfeldt-Jakob disease (vCJD) - BSE
- AIDS
- Highly Pathogenic Avian Influenza (H5N1)
- Swine Flu Influenza A (H1N1)
- Marburg Virus



Re-emerging diseases

Reappear after being on a considerable decline

- Malaria
- Tuberculosis
- Cholera
- Chikungunya
- Dengue
- Leptospirosis
- Rift Valley Fever
- Gonorrhea
- Plague (Pneumonic, Bubonic, Septicemic)
- Meningococemia
- Antimicrobial Resistance
-



Stakeholders in a One Health approach

Veterinarians

Physicians

Environmental scientists

Epidemiologists

Bacteriologists

Social scientists

Anthropologists

Policy makers

Wastewater management

Engineers

Pharmacists

Farmers

Pet owners

Patients

Pharmaceutical companies

Public health officials

Advertising

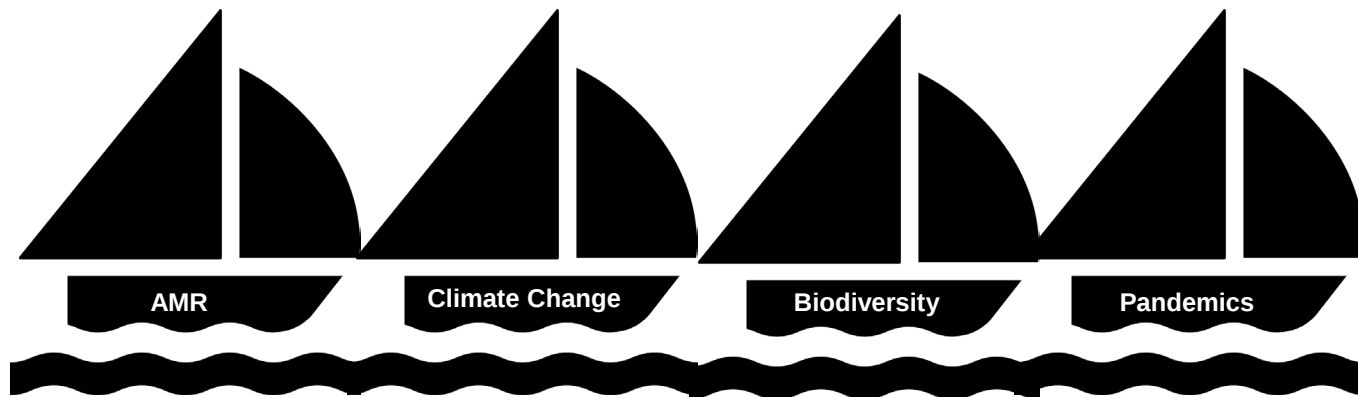
Politicians and bureaucrats

Etc.



AMR, Climate Change, Biodiversity, Pandemics

All One Health and Global Issues!



A boat with many holes and one patch will sink



International Collaborative Approach!

