

AccuraCast to work on OIE's Never Turn Back campaign

The World Organisation for Animal Health (OIE) has appointed AccuraCast to work on the launch of its Never Turn Back campaign, an initiative that is aiming to raise awareness of the deadly rinderpest virus.

Rinderpest, also known as cattle plague, is a highly contagious viral disease affecting cloven-hoofed animals (mainly cattle and buffalo). The classical form of rinderpest is one of the most lethal diseases of cattle.

AccuraCast will be working closely with OIE to raise awareness of the campaign and the online and mobile game, which will be turned into a global challenge that the veterinary and laboratory community across the world can participate in between 15 January and 12 February 2020.

Managing director of AccuraCast, Farhad Divecha, said: "We are delighted to be working with OIE on this extremely important campaign. The message needs to reach far and wide, but especially veterinary and laboratory professionals globally. Professional vigilance is the key message we want to promote, and doing so by gamifying an educational campaign makes it really interesting."

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