

REWORKED OHCON'S WEBSITE CONTENT

a recommended sitemap and page structure

(Home + About + Programs + Education Dept + Annual Programs + Research & Policy + Partnerships + Get Involved + Resources + News & Events + Contact + Footer)

- SEO title & meta description suggestions for each page
- suggested hero images / graphics and accessibility notes
- calls-to-action (email/WhatsApp templates and button text) and a short “media kit” blurb for partners

basic website operational recommendations (CMS, translations, analytics, CMS plugins, forms, security & accessibility)

Everything below is written in a formal, professional tone and grounded in One Health best practices (education + integrated services + AMR + WASH + policy).

Quick sitemap (recommended)

1. Home

2. About (Mission & Vision, Values, Team & Governance)

3. Programs

- Education, Awareness & Capacity Building
- Integrated One Health Clinics
- WASH & Environmental Health
- AMR & Antimicrobial Stewardship
- Surveillance & Research
- Policy & Advocacy

4. Annual Programs (One Health Clubs, Health Fair, Symposium, Clean-up Week, Capacity Building)

5. Resources & Courses (e-learning hub + downloads)

6. Partnerships & Collaborations

7. News & Events (blog + media)

8. Get Involved (Donate, Volunteer, Partner, Careers)

9. Contact

10. Legal (Privacy Policy, Terms, Safeguarding, Financial Transparency)

HOME (Landing page)

SEO title: OHCON — One Health Collaborative Network | Malawi

Meta description: OHCON integrates human, animal and environmental health in Malawi through education, integrated services, WASH, and policy. Join us to build resilient communities.

Hero (top of page)

Headline (H1): One Health for a resilient Malawi — people, animals and the environment, protected together.

Subhead: Practical, community-led programs in education, clinics, WASH and policy that turn One Health from recommendation to action.

Primary CTA (button): Partner with us

Secondary CTA: Give / Volunteer

Hero image suggestion: photo of a community health outreach where a nurse, a vet and community youth are together (wide banner). Include alt text: "OHCON integrated outreach team with community members in Malawi."

Short elevator pitch (below hero)

OHCON is a Malawian NGO implementing practical One Health solutions — linking human, animal and environmental health to prevent disease, protect livelihoods and strengthen local systems. We deliver school programs, integrated clinics, WASH interventions, AMR stewardship and policy engagement—working with government, universities and communities.

Quick impact snapshot (metrics section)

- One Health clubs launched: 20 (pilot target)
- People reached by awareness campaigns (annual target): 30,000+
- Health & veterinary clients via joint clinics (pilot target): 3,000
- Professionals trained: 150+

(Use real numbers once Year-1 data available. Replace with dynamic counters.)

Programs preview (three columns)

Education & Youth: One Health clubs, youth ambassadors, accredited courses.

Integrated Clinics: Joint human-animal community outreach for screening & vaccination.

WASH & Environment: School latrines, clean water, and animal waste management.

CTA under programs: View all programs → /programs

Latest news / events (two or three tiles)

One Health Symposium 2025 — registration open (link)

New accredited “Introduction to One Health” course now live (link)

CTA: Read more → /news

Partner logos / supporters (carousel)

(Insert logos of ministries, universities, funders — with alt text and links)

Footer CTA

Join our email list | Follow on Facebook/WhatsApp | Donate

ABOUT (page)

SEO title: About OHCON — Mission, Vision & Team

Meta description: Learn about OHCON's mission, vision, core values, board and leadership. OHCON implements One Health programs across Malawi.

Our mission

To protect and improve the health and livelihoods of Malawians by promoting integrated, community-led One Health solutions that link human, animal and environmental well-being.

Our vision

A resilient Malawi where people, animals and ecosystems thrive together — free from preventable zoonoses and environmental risks, supported by locally owned, multi-sectoral systems.

Why One Health matters

(Short paragraph)

Malawi's economy and food security are tightly linked to livestock and natural resources. When animal disease, poor sanitation or environmental degradation occur, they can quickly threaten human health and livelihoods. One Health is the collaborative approach that prevents and responds to these cross-sectoral threats — improving outcomes more effectively than siloed programs.

Core values

Collaboration | Community-centered | Evidence-based | Equity | Transparency | Sustainability

Governance & transparency

OHCON is governed by a five-member Board representing public health, veterinary medicine, finance & fundraising, legal & government relations, and environmental science. Our governance policies, annual reports and audited financial statements are available upon request to partners and donors.

Team & advisors (short)

Executive Director — [Name]
Program Manager (Education & Capacity) — [Name]
Program Manager (Operations) — [Name]
M&E Officer — [Name]
Finance Officer — [Name]

Advisors: Epidemiology, Policy, Fundraising & Finance.

CTA: Download governance pack / Meet the team

PROGRAMS (parent landing page)

SEO title: OHCON Programs — Education, Clinics, WASH, AMR & Policy

Meta description: OHCON's integrated programs include One Health education, joint human/veterinary clinics, WASH interventions and AMR stewardship across Malawi.

Intro paragraph: Short overview + link to program pages.

Then list each program as a card with short description + link to full program page.

Program page template (use for each program)

(Title) e.g., Education, Awareness & Capacity Building

SEO title: One Health Education & Capacity Building — OHCON

Meta description: OHCON builds One Health capacity through school clubs, certified courses, AMR awareness and professional training for health and veterinary staff.

1. Objective

Short single-sentence: e.g., Build knowledge and skills across communities and sectors to prevent One Health risks and strengthen local capacity.

2. Who we reach

Primary & secondary schools, colleges

Community health volunteers & youth

Health centres & veterinary officers

Local government staff

3. Activities

- Translate materials to local languages
- Establish One Health clubs with starter kits and mentor training
- Deliver modular courses with certificates (Intro + Advanced)
- Run AMR awareness and sanitation campaigns
- Train professionals via workshops and simulation exercises

4. How we deliver

On-site workshops, school club sessions, radio & drama, WhatsApp micro-learning, Google Classroom/Moodle for certificate courses.

5. Key Performance Indicators (annual)

- Number of clubs established: target 20/year
- Students directly engaged: 1,000/year
- Professionals certified: 150/year
- Materials translated and distributed: 10 titles/year
- (Replace with donor-agreed targets)

6. Evidence & best practice

One Health education improves community recognition of zoonotic threats and increases uptake of preventive behaviours. We adapt WHO/FAO guidance and local evidence to fit Malawi's context.

7. Case study / testimonial (short)

Insert pilot story: e.g., "At [School], the One Health club helped increase latrine use and household livestock vaccination rates."

8. How to support

Sponsor training cohorts, provide learning devices, help certify courses via university partners.

CTA: Request a training / Download course outline

DEDICATED PAGE: Education, Awareness & Capacity Building (complete)

Because you highlighted this department, include a detailed page. Provide the SOPs (summary), sample KPIs, downloadable starter kit, enrolment flow for courses, WhatsApp pilot instructions, and contact form.

Include subsections:

- Department overview (mission inside OHCON)
- Programs offered (clubs, courses, campaigns, professional training)
- SOP summary (bulleted steps for club formation, course delivery, campaign planning)
- Annual KPIs (table)
- Resources (links to PDFs: course outline, club starter kit, sample posters)
- Contact (program manager email + short interest form)

ANNUAL PROGRAMS (page)

List the recurring events with timing, purpose, audience and how results are measured.

Examples to include with wording:

- One Health Clubs Program — Schools (year-round) — KPI: # active clubs, # students trained, # community projects.
- Annual Health Fair — community outreach & screenings (Q3) — KPI: # attendees, # referrals made, # vaccinations.
- Annual Capacity Building Week — professionals (Q2) — KPI: # participants, % knowledge improvement.
- Annual Symposium — multi-sector learning & policy (Q4) — KPI: # institutions represented, policy recommendations adopted.
- Clean-Up Week — community & schools (rainy season prep) — KPI: tons of waste removed, # volunteers.

RESEARCH & POLICY (page)

SEO title: One Health Research & Policy — OHCON Malawi

Meta description: OHCON conducts operational research, surveillance pilots and policy briefings to inform Malawi's One Health strategy and multisector coordination.

Structure:

- Our approach (pilot→evaluate→advocate)
- Current studies (summaries and expected outputs)

- Policy briefs (download / list)
- How we work with government (MOUs, technical working groups)
- Call for research partners & funders

CTA: Request policy brief / Propose research partnership

PARTNERSHIPS & COLLABORATIONS (page)

SEO title: Partners — OHCON Collaborations & Supporters

Meta description: OHCON partners with government ministries, universities, NGOs and donors to deliver integrated One Health solutions in Malawi.

Content:

Why partner with OHCON (practical pilot-to-policy model, youth network, government-aligned)

Our partners (Govt, Academia, NGOs, Donors) — logos + short blurbs

Partnership models: co-funding, technical partnership, service delivery partner, internship host

How to start a partnership (one-pager, meeting request, pilot proposal template)

Contact: Partnerships Officer

Outreach message template (short): Subject: Partnership Proposal — OHCON & [Partner Name]

Body: 1–2 sentences about OHCON, proposed collaboration, ask for meeting. (Provide template in text area for copy/paste.)

RESOURCES & COURSES (E-learning hub)

SEO title: One Health Courses & Resources — OHCON e-Learning

Meta description: Free and accredited One Health courses, toolkits, SOPs, and educational materials in English and Chichewa.

Sections:

Featured course: Introduction to One Health — 5 modules, certificate, delivery modes (WhatsApp, Google Classroom, in-person)

Course catalog: list each course with short description, duration, target audience

Downloadables: SOPs, club starter pack, posters, radio scripts, M&E templates (PDF)

How to register: simple form; option to join WhatsApp cohort

Accreditation partners: universities (placeholder)

Course page copy (Intro course short): “Complete the 5-module Intro to One Health and receive a One Health Champion certificate. Modules: What is One Health; Common One Health problems; Interactions & pathways; Community solutions; Your role. Delivery: WhatsApp voice + PDF + 1 day in-person module. Pre/post quiz included.”

NEWS & EVENTS (blog)

SEO title: OHCON News, Events & Insights

Meta description: Latest OHCON news, events, pilot results and One Health insights from Malawi.

Suggestions:

Post types: news, field reports, event announcements, policy briefs, success stories, donor updates

Tagging strategy: #OneHealth #AMR #WASH #Rabies #Youth #Malawi

Media assets: photo galleries, short video clips (30–90s), downloadable PDFs

Newsletter sign-up: simple email capture with GDPR/privacy note

GET INVOLVED (page)

SEO title: Get Involved with OHCON — Donate, Volunteer, Partner

Meta description: Support OHCON's One Health work — donate, volunteer, become a partner or join our internship program.

Sections:

Donate (payment methods, designated funds e.g., “Support School Clubs”)

Volunteer (roles: trainers, translators, outreach, admin)

Partner (how to co-fund a program)

Careers & internships (apply via form)

Corporate sponsorship packages (packages + benefits)

Testimonials & impact stories to motivate support

Donation page tips: list specific use cases: \$500 = 10 community awareness sessions;
\$1,200 = One Health club starter kit for 5 schools.

CTA buttons: Donate | Volunteer | Partner with us

CONTACT (page)

SEO title: Contact OHCON — Office, Email & WhatsApp

Meta description: Contact OneHealth Collaborative Network (OHCON) for partnerships, media, programs and training.

Sections:

Office address (real)

Phone & WhatsApp: +265 ... (operational hours)

General email: info@ohcon.mw

Media & press email: media@ohcon.mw

Partnership email: partnerships@ohcon.mw

Contact form: name; organization; subject; message; dropdown for reason (Donate / Partner / Volunteer / Media / Other) and consent checkbox

Map & accessibility note: embed Google Maps; add directions and accessible entrance details.

FOOTER CONTENT (global)

Short tagline: One Health for Malawi — people, animals, environment.

Quick links: [Programs](#) | [Resources](#) | [Donate](#) | [Contact](#) | [Privacy Policy](#)

Social follow icons: [Facebook](#), [Twitter/X](#), [YouTube](#), [WhatsApp broadcast](#)

Newsletter signup & copyright