The OIE maintains five Regional Representations which aim to provide regionally adapted services to OIE Members. Capacity building activities to support member country Veterinary Services and Aquatic Animal Health Services implement OIE standards are a key part of the service provided by the Regional Representations.

To achieve these goals, the OIE Regional Representations host conferences, and training activities with OIE Collaborating Centers; and support PVS missions. Seminars for National Focal Points are also conducted every two years in each region to update progress with the OIE work program on animal welfare. Ongoing communication and networking within the regions is also facilitated by the Regional Representations.

Since the OIE started to develop standards on Animal Welfare, the American countries have been actively involved in the process. Our regional engagement in standard development is essential to ensure our societal, cultural and economic values along with local production systems are taken into account.

Under the coordination of the OIE Regional Representation for the Americas, the American Regional Committee for Animal Welfare, developed an Animal Welfare Strategy, based on the successful model of the Asia Far East and Oceania Region.

This Strategy aims to provide OIE Members with general guidance to sustainably improve animal welfare through implementation of OIE animal welfare standards. Education, training, research, coordination, and communication are critical to successful implementation of our regional animal welfare strategy.

The five goals of the strategy are:

1. Ensure, through a coordinated regional approach, the implementation of the OIE Standards on Animal welfare.
2. Disseminate and promote the concept of animal welfare in the region through effective coordination, communication, education and capacity building.
3. Sustainable improvements in animal welfare, based on the development of regional and international research.
4. Develop sustainable mechanisms to coordinate and promote programs for animal welfare according to regional priorities.
5. Develop partnerships with stakeholders so as to facilitate the implementation of OIE standards.

**Keywords:** animal welfare – OIE – standards – Regional representations – strategy.