



Dr. Edna Zenaida Villacorte

Chairperson,

National Advisory Committee for Animal Disease
Control and Emergency (NAC-ADCE)

ASF Risk Communication: The Philippine Experience

OIE Sub-Regional Workshop on Emergency Preparedness

Bangkok, Thailand

August 26 to 30, 2019

Outline



A- All about ASF prevention and Assessed Risk

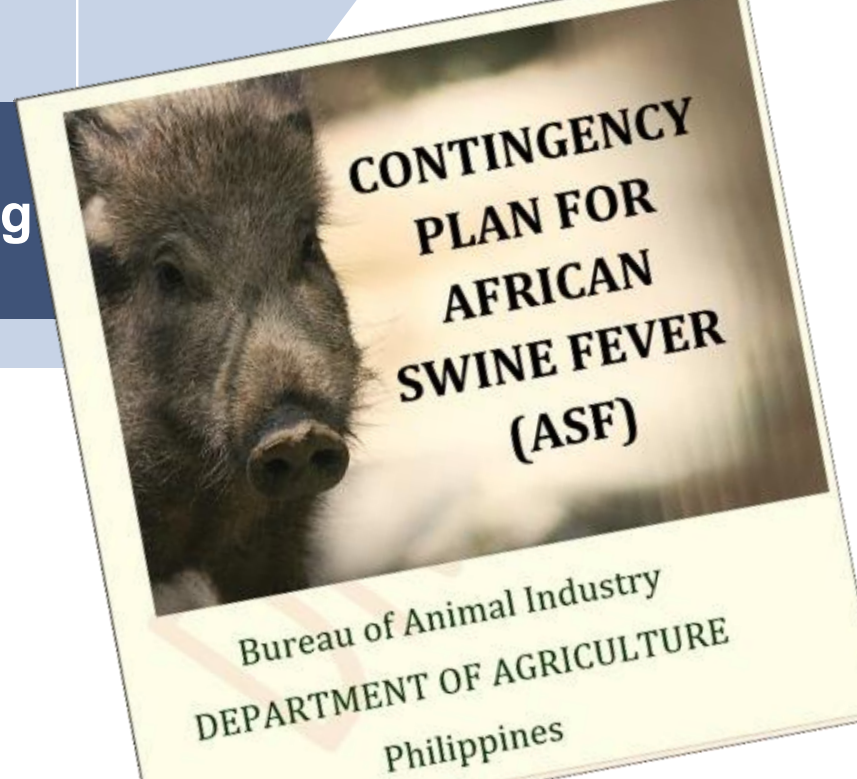


S- Strategies for communication



F- Future actions

Government Action: Emergency Meeting



Republic of the Philippines
Department of Agriculture
BUREAU OF ANIMAL INDUSTRY
Diliman, Quezon City, Philippines

AFRICAN SWINE FEVER Technical Advisory 31 August 2018

The Philippine swine industry is one of the biggest contributors to the country's agricultural growth, posting over 16% increase in gross earnings, owing to the increasing demand for pork and production expansion. The country's total swine inventory is estimated at 12.78 million as of 1 July 2018. The Philippines ranks eighth (8th) in the world in terms of pork volume production and number of breeding sows. Historically, the country is free from African Swine Fever (ASF). Thus, incursion of the disease in the Philippines will result to great economic loss due to direct and indirect damages to the industry.

In relation to the current outbreak of ASF in South Africa, Europe, Russia and now in China, and to protect the local swine industry, the Department of Agriculture (DA) has issued the following Memoranda as part of precautionary measures to prevent the entry of the disease into the country, namely:

- **DA Memorandum Order No. 22 Series of 2018** "Prohibition on the Use of Food Wastes/Left-overs from International and Domestic Airports and Sea Ports as Swine Swill Feed Throughout the Country"
- **DA Memorandum Order No. 23 Series of 2018** "Temporary Ban on the Importation of Domestic and Wild Pigs and their Products Including Pork Meat and Sausages Originating from Latvia, Poland, Romania, Russia, Ukraine and China"

All veterinary quarantine personnel in our international airports and seaports have been alerted to prevent the entry of the disease.

African Swine Fever (ASF) is a highly contagious hemorrhagic disease of domestic and wild pigs of all ages. The disease is characterized by high fever, loss of appetite, hemorrhages in the skin and internal organs, and death which follows between 2-10 days on the average. Mortality can be as high as 100%. The disease is listed as notifiable disease in the World Organization for Animal Health (OIE) Terrestrial Animal Health Code and must be reported to the OIE World Animal Health Information System (WAHIS) once detected.

Although not considered a zoonotic disease, swine raisers are encouraged to strengthen and strictly implement farm biosecurity measures. The public is enjoined to support the government's efforts by reporting to veterinary authorities any unusual pig mortalities, pork smuggling or meat items handcarried by travellers coming from affected countries.

As stated above, China is currently experiencing outbreaks of ASF in four (4) provinces, the first case having been reported last 3 August 2018 in Liaoning province. The Chinese government has taken necessary control measures which include the following: stamping out, destruction of animal products and disposal of carcasses, by-products and waste; movement control in and out of the country; surveillance outside containment and/or protection zone; screening, quarantine, disinfection; control of wildlife reservoirs; and zoning. Despite the control measures implemented, the disease has spread to three (3) other provinces which occurred in less than a month after the initial outbreak.

Chinese authorities are still investigating the source and still determining how it entered the country. However, the genetic analysis of the virus is completely similar to the Russian ASF 2017 strain.



August 2018

Philippine Government's Strategies against ASF

BAN pork imports

AVOID swill feeding

BLOCK entry

EDUCATE our people

SUBMIT lab samples



Ban



Russia	Bulgaria	Vietnam
Ukraine	Belgium	Cambodia
Czech Republic	Latvia	Hongkong
Moldova	Poland	North Korea
South Africa	Romania	Lao PDR
Zambia	China	Slovakia
Hungary	Mongolia	Myanmar

B A B E S

Avoid - Swill feeding



B A B E S

Block



- **Smuggled** shipments
- **Luggages** from ASF affected countries
- **Hand carried items**
- **Food wastes** from foreign vessels

B A B E S

Educate

Link to our information materials

Bureau of Animal Industry Website



<http://bit.ly/2Gp5EH5>

Or Visit BAI ASF Taskforce Facebook Page

B A B E S

Submit samples



B A B E S

Proposed Philippines Risk Estimation Criteria (for further validation)

Criteria scale	Level of livelihood	Definition
9 – 10	High	Highly likely to occur
7 – 8	Moderate	Potentially occurring
5 – 6	Low	Unlikely to occur
3 – 4	Negligible	Extremely unlikely to occur
1 – 2	Nil	No risk at all*

* In cases where the hazard is species specific

Benigno, C; Mende, E; Cudal, R; Arca, R; Santiago, A.R; Diezmo, R; Napiloy, H; Magno M; Daquigan, C; Lagayan, M; Castro, S; Bucad A; Jorca, D; Garcia, J; Cabanayan, O; David, J; Villareal, M; Silarde, P; Santos, L




Risk Assessment*

(using proposed Philippine criteria)

Issues	Release	Exposure	Consequence
Live Pigs	High	High	High (9-10)
Meat Products	Moderate (7-8)	High (9-10)	High (9-10)
Canned Meat	Low (5-6)	Low (5-6)	Low (5-6)
Farm Machinery	Moderate (7)	Moderate (8)	Moderate (8)
Biosecurity levels (swill factor)	High	High	High

*Support all assessments with reference

Outline

-  **A-** All about ASF prevention and Assessed Risk
-  **S-** Strategies for communication
-  **F-** Future actions

First Materials Developed and Used

Notice to ALL Arriving Passengers!

**SURRENDER ALL MEAT AND
MEAT PRODUCTS WITHOUT
CORRESPONDING PERMITS**



**VIOLATION OF THIS NOTICE IS SUBJECT TO
PENALTIES IN ACCORDANCE TO**

REPUBLIC ACT 10611

“Food Safety Act”

and

DA ADMINISTRATIVE ORDER NO. 9

SERIES OF 2010



Department of Agriculture
Bureau of Animal Industry
National Veterinary Quarantine Services Division

ATTENTION!

ASF

African Swine Fever
is a **GRAVE THREAT** to
the **Philippine Swine Industry**

Fresh, frozen pork, cooked
and uncooked processed pork
products and by-products from
ASF infected countries

are

STRICTLY PROHIBITED!!!



To avoid delays, please **surrender prohibited
items** to the **Veterinary Quarantine Officer**
on duty.

For more information on African Swine Fever, please contact:



(02) 926-6883
(02) 528-2240 local 1300
(02) 528-2240 local 1506



0995-1329339
0915-4794649



bai_dir@yahoo.com

Updated list of ASF infected countries

**Belgium, Bulgaria, China, Czech Republic, Hungary,
Latvia, Moldova, Poland, Romania, Russia,
Ukraine, South Africa, and Zambia.**

BIOSECURITY MEASURES IN EFFECT

STEP ON THE FOOTBATH



to prevent entry of
African Swine Fever
and other livestock
diseases



Department of Agriculture
Bureau of Animal Industry
National Veterinary Quarantine Services Division

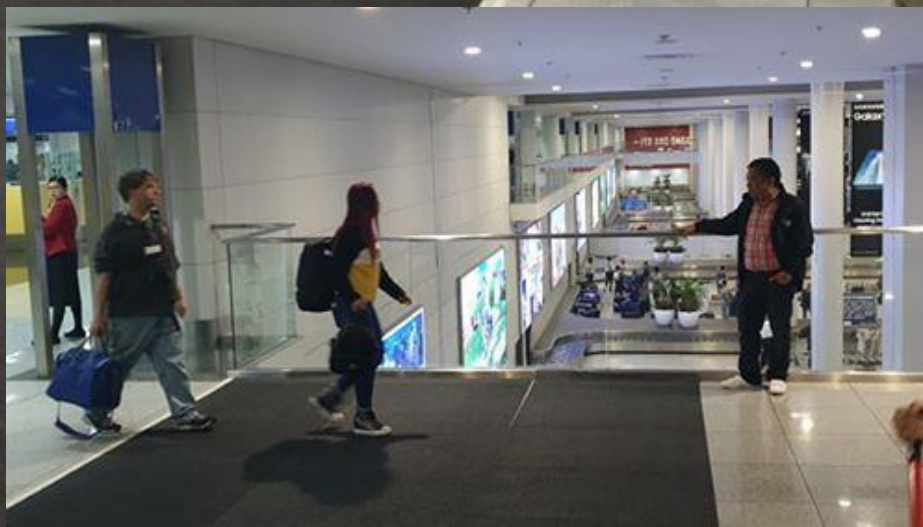
Upgraded mats



TRAVEL HEALTH ADVISORY
LES
GET
CALL US!

Mitutoyo

MITUTOYO PHILIPPINES, INC.



Fliers and handouts



AFRICAN SWINE FEVER threatens the Philippines.

WE NEED YOUR HELP.



HOW CAN YOU HELP US?

Do not bring any meat or meat products as pasalubong.

Do not visit any pig farms in ASF affected countries.

ALWAYS REMEMBER!

Meat and meat products, even in quantities for personal use, cannot be brought into the Philippines without the prior clearance from the Bureau of Animal Industry.



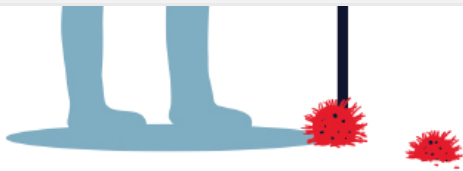
For more information, please contact:

NATIONAL VETERINARY QUARANTINE SERVICES
Bureau of Animal Industry, Visayas Avenue,
Diliman, Quezon City
Telephone Nos. :(02) 528 2240 local 1300-1305
Email address: baiquarantineph@gmail.com

Pigilan ang pagpasok ng AFRICAN SWINE FEVER (ASF) sa Pilipinas!

MAHIGPIT NA IPINAGBABAWAL ang pagdala ng mga karne (hilaw, processed meat katulad ng sausage, ham, dumplings at iba pa) na galing sa ibang bansa na walang kaukulang permit.

Para sa karagdagang impormasyong, makipag-ugnayan sa:
BUREAU OF ANIMAL INDUSTRY
tel: (02) 9266883
Email: bai_dir@yahoo.com
FB: <https://www.facebook.com/bai.da.gov.ph/>



- 6. Moldova
- 7. Poland
- 8. Romania

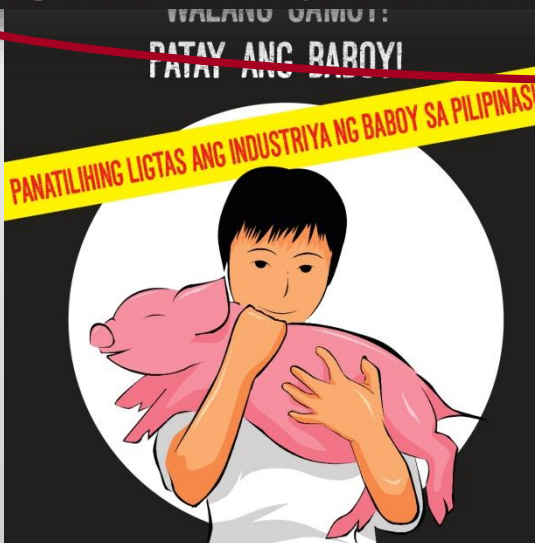
- 14. Mongolia
- 15. Vietnam

Para sa karagdagang impormasyon, makipag-ugnayan sa:

Messages and visuals adapted from the campaign “ASF kills pigs” from the World Organisation for Animal Health (OIE)

Bureau of Animal Industry

Messages and visuals adapted from the campaign 'ASF kills pigs' from the World Organisation for Animal Health (OIE)



TAGAPAGPATUPAD NG SEGURIDAD

Suriing mabuti ang mga dalang produktong karne ng mga pasahero na galing sa mga bansang may ASF

Alamin ang mga bansang may ASF

1. Belgium	9. Russia
2. Bulgaria	10. South Africa
3. Czech Republic	11. Ukraine
4. Hungary	12. Zambia
5. Latvia	13. China
6. Moldova	14. Mongolia
7. Poland	15. Vietnam
8. Romania	

Para sa karagdagang impormasyon, makipag-ugnayan sa:

BUREAU OF ANIMAL INDUSTRY
Visayas Avenue, Diliman, Quezon City
Tel. Nos. : (02) 926-6883
Email : bai_dir@yahoo.com
ronniedomingo@gmail.com
Facebook : Department of Agriculture-
Bureau of Animal Industry

PAANO TAYO MAKATUTULONG?



MANLALAKBAY

Huwag pumunta sa mga babuyan lalo na sa mga bansang may ASF



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DAD
ang
ay ASF

Messages and visuals support the campaign. For more information, visit the website at www.oie.org



For more information, visit the website at
BUREAU OF ANIMAL INDUSTRY
Marikina Avenue, Marikina, Quezon City
Tel. No. (02) 828-2242
Email: ba@oie.gov.ph
Department of Agriculture-Bureau of Animal Industry
Facebook: [www.bai.gov.ph](https://www.facebook.com/bai.gov.ph)

NOTICE TO FOREIGN SHIPS CREW AND VISITORS

KEEP ANIMAL DISEASES OUT OF THE PHILIPPINES!

Products of animal origin are possible carriers of infectious diseases

MUST DO!

STEP on the footbath upon disembarkation



STRICTLY PROHIBITED!



BRINGING OUT of meat, meat products and food waste from vessels docking at any Philippine port

All meat and meat products without corresponding permits will be confiscated.

Use of catering food waste/leftovers from international and domestic airports and seaports as swine swill feed throughout the country is prohibited

Republic Act 10611, DA AO Series 2010

DA MO No. 22 Series 2018

SANITARY PHYTOSANITARY (SPS) import clearance is a requirement for products of animal origin to enter into the Philippines



**Department of Agriculture
Bureau of Animal Industry**
Tel. No. (02) 528-2240 local 1304-1305
E-mail: baiquarantineph@gmail.com
Website: www.bai.gov.ph

Notice to Travelers – Seaports

NOTICE TO TRAVELLERS

KEEP ANIMAL DISEASES OUT OF THE PHILIPPINES!

Products of animal origin are possible carriers of infectious diseases

SURRENDER these products to Veterinary Quarantine Officers for Disposal*

*Republic Act 10611; DA AO 9 Series 2010



SANITARY PHYTOSANITARY (SPS) import clearance is a requirement for products of animal origin to enter into the Philippines



**Department of Agriculture
Bureau of Animal Industry**
Tel. No. (02) 528-2240 local 1304-1305
E-mail: baiquarantineph@gmail.com
Website: www.bai.gov.ph

Notice to Travelers – Airports

Materials from stakeholders: Posters/ Pull-ups

DON'T BRING PORK

AND PORK BY-PRODUCTS LIKE SAUSAGES, HAMS ETC.

TO THE PHILIPPINES

IT WILL BE CONFISCATED AT THE AIRPORT



Printed materials donated to the Bureau of Animal Industry

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pilmico
an AbiDA company



PREVENTION IS KEY.

Keep African Swine Fever (ASF) out of the Philippines with #M3Time!



Maglinis

Step on the footbath.

Make sure that your shoes are clean of possible virus like ASF.

Magtanong

Report probable cases of contamination.

Department of Agriculture Bureau of Animal Industry
(02) 5282240 loc. 1304 -1305

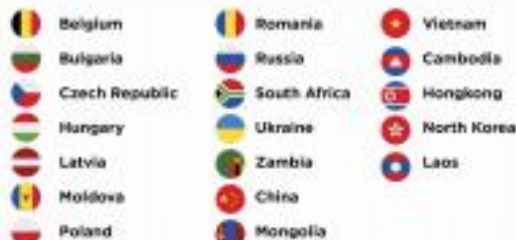
E-mail: baqurantrnph@gmail.com
Facebook: Department of Agriculture-Bureau of Animal Industry

Manigurado

Do not bring home any pork product.

These include frozen, fresh, processed pork products and by-products from ASF-affected countries.

ASF-affected countries include:



Department of Agriculture Bureau of Animal Industry

KEEP THE PHILIPPINES FREE FROM AFRICAN SWINE FEVER

with



- MAGLINIS
- MAGTANONG
- MANIGURADO



Department of Agriculture
Bureau of Animal Industry

pilmico



Pata sa karagdagang impormasyon,
tungkol sa AFRICAN SWINE FEVER
kumatawag sa:

Department of Agriculture Bureau of Animal Industry
(02) 5282240 loc. 1304-1305

E-mail: baqurantrnph@gmail.com
Facebook: Department of Agriculture-Bureau of Animal Industry

Mga behenaryo o Animal
Production Specialists ng
Pilmico sa inyong lugar

Partnership and support to
enhance local capacities



MAGTANONG



TUMAPAK SA MGA FOOTBATH

Para malagaan ang paglalakip ng magpangarap sa sulid



Kung ikaw ay nangagalang sa bansang appektado
ng AFRICAN SWINE FEVER, labhang mabuti ang
inyong mga damit gamit ang mairit na tubig (60°C).

MAGLINIS



Huwag mag-uwit ng mga
produkong mela sa mga
bansang appektado ng
AFRICAN SWINE FEVER.



Kobingang dito ang:





MANIGURADO

Materials from Stakeholders:
Pull-up banner


Materials from Stakeholders' Social Media: Single Posts


From Stakeholder's Social Media: Individual Posts


LET'S KEEP THE PHILIPPINES ASF-FREE 

 **MAGLINIS**

Disinfect and quarantine
yourself and your vehicles before entering farms, mills, and meat processing plants.





 Keep in mind:
#BiosecurityStartsWithM3





African Swine Fever
KILLS


It's my year... Please keep me safe from ASF!



 Keep in mind:
#BiosecurityStartsWithM3

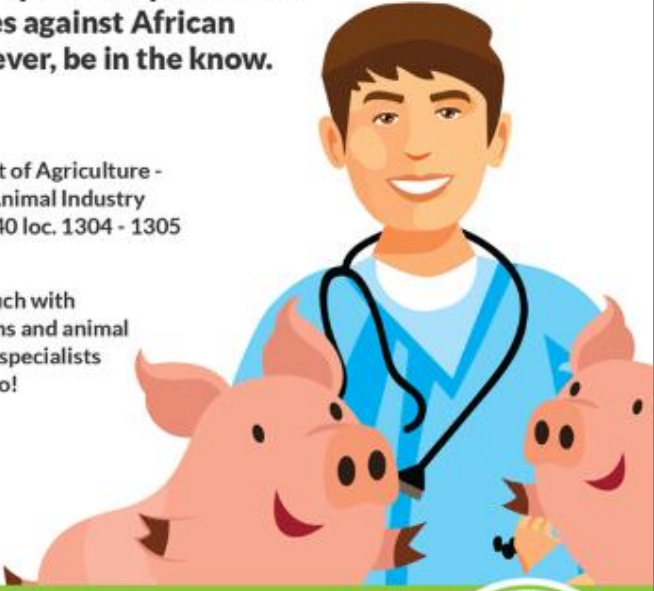


LET'S KEEP THE PHILIPPINES ASF-FREE 


 **MAGTANONG**


Knowledge is power!
From symptoms to preventive measures against African Swine Fever, be in the know.

Contact:
Department of Agriculture -
Bureau of Animal Industry
(02) 5282240 loc. 1304 - 1305



or get in touch with veterinarians and animal production specialists from Pilmico!








 Keep in mind:
#BiosecurityStartsWithM3



Link given to all stakeholders for ASF related materials as google drive

<http://bit.ly/2Gp5EH5>

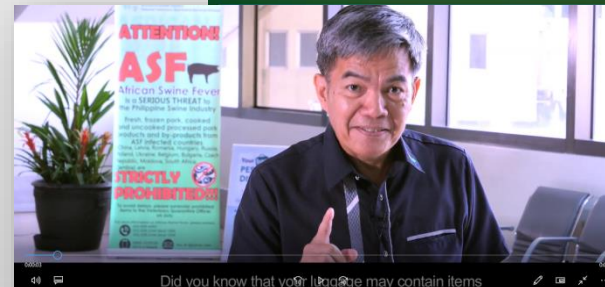
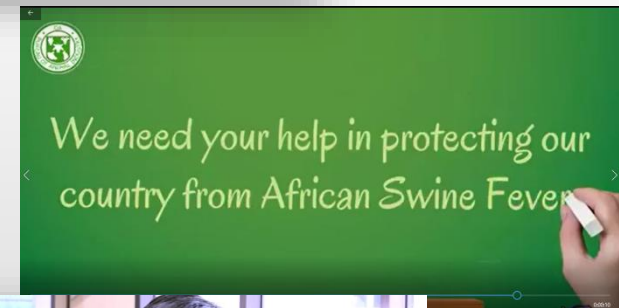
Shared with me > Everything ASF as of July 30, 2019

Name ↓	Owner	Last opened by me	File size
 SPS Import Clearance One Time Application for Meat and...	Sophia Anne Martinez	Jun 18, 2019	—
 IEC Materials	Sophia Anne Martinez	6:41 AM	—
 DA Related Issuances for ASF	Sophia Anne Martinez	Jun 18, 2019	—
 ASF PowerPoint	Sophia Anne Martinez		
 ASF Info	Sophia Anne Martinez		
 ASF Contingency Plan v4	Sophia Anne Martinez		
 ASF AVP	Sophia Anne Martinez		



ASF Videos

- [OIE ASF Video](#)
- [BAI ASF Video](#)
104,925 people reached
1.1k shares
- [BAI ASF Infomercial](#)
- [BAI Video in Airports](#)



Everyday in front of the Bureau of Animal Industry



In-flight Announcements

- Sent to the airlines
- Translation to

Ladies and gentlemen, please be advised that the Philippine Government is implementing very strict control measures against African Swine Fever. If you are bringing in meat or meat products – including fresh, processed, semi-processed, cured and cooked meat - declare them upon arrival through the Customs Declaration Form and show upon entry their corresponding permits and clearances. Insufficient documents will result to confiscation of the said product/s, and this violation is subject to Philippine Government laws. Please be reminded that all persons and baggage are subject to a search at any time as mandated by Philippines Customs law Sections 2210 and 2212.

Thank you for your cooperation. We wish you a pleasant stay in Manila!

no language
ed by FAO

ENGLISH

Ladies and gentlemen, please be advised that the Philippine Government is implementing very strict control measures against African Swine Fever. If you are bringing in meat or meat products – including fresh, processed, semi-processed, cured and cooked meat - declare them upon arrival through the Customs Declaration Form and show upon entry their corresponding permits and clearances. Insufficient documents will result to confiscation of the said product/s, and this violation is subject to Philippine Government laws. Please be reminded that all persons and baggage are subject to a search at any time as mandated by Philippines Customs law Sections 2210 and 2212.

Thank you for your cooperation. We wish you a pleasant stay in Manila!

SIMPLIFIED CHINESE

女士们、先生们，请注意，菲律宾政府目前在对非洲猪瘟实施非常严格的管制措施。如果您携带肉类或肉类制品——包括鲜肉、加工肉、半加工肉、腌制肉和熟肉——请在抵达时通过海关申报表申报，并在入境时出示相应的许可证和放行证。如证件不足，将会没收上述产品，且将据菲律宾政府法律追究违法行为。请记住，所有人和行李均须随时接受根据《菲律宾海关法》第 2210 条和第 2212 条授权进行的搜查。

感谢您的合作。祝您在逗留马尼拉期间过得愉快！

Thank you for your cooperation. We wish you a pleasant stay in Manila!

Airport Ads

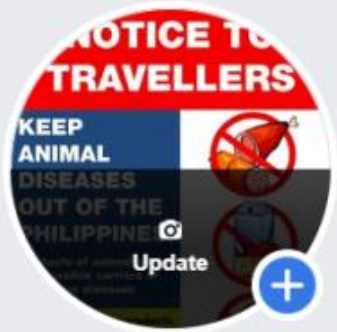


Social Media

<https://www.facebook.com/baiasftaskforce>



BAI ASF Task Force



Add yourself to the BAI
Support your Page and build

Add Yourself to Team



Facebook page for ASF



Manny Piñol

14 June · 🌐

ASF Positive!

CANNED PORK FROM HONGKONG
INTERCEPTED AT CLARK AIRPORT

These are the canned pork products confiscated at Clark International Airport on March 25 which proved positive for African Swine Fever (ASF) virus.

Kung nalalusot po ito at naipakain sa mga alagang baboy ang tira-tira maaring kumalat ang sakit sa ating mga babuyan at magiging sanhi ng pagkasira ng ating hog industry.

Doon po sa mga nagsasabing nag-oover react lang kami at nagreklamo sa mga mahigpit na quarantine protocols, ito po ang patunay na meron talaga tayong kinakaharap na panganib.

Hwag na po tayong maging pilosopo at matigas ang ulo.

Sumunod po tayo sa mga quarantine officers sa mga airport.

Bawal na po magpasok ng mga delata at processed pork products sa bansa.

Huhulihin po kayo at pagmumultahin.



ON'T BRING POR
PROCESSED PRODUCTS LIKE SAUSAGES, HAMS

DA Secretary as influencer/ ASF
Spokesperson - 609,547 followers

TO PREVENT SPREAD OF

Bureau of Animal Industry Website



Republic of the Philippines
Department of Agriculture
BUREAU OF ANIMAL INDUSTRY

HOME LAWS & ISSUANCES ▾ STAKEHOLDERS CORNER

LATEST NEWS



BAI HONORS NAVY PERSONNEL



Created on 09 May 2019

(Fourth from the right) CDR. Raymond Umbac, PN Commanding Officer and Men of BRP Mahusay with NVQS...

[Read more](#)

UNAUTHORIZED GAME FOWLS

INTERCEPTED BY BAI AND AFP

INTERCEPTED BY BAI AND AFP

UNAUTHORIZED GAME FOWLS

<http://www.bai.gov.ph/old/>

<http://www.bai.gov.ph/>



OUR SERVICES

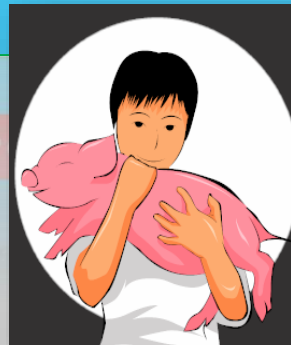


African Swine Fever (ASF) Contingency Plan

Click on the button below to open the latest version of the African Swine Fever Contingency Plan. This is a working document which will be the basis in the event of ASF incursion.

Recommendations and comments are most welcome! You may email them at baiastraskforce@gmail.com.

[Click here to View](#)



AFRICAN SWINE FEVER (ASF)

IEC Materials
(Click here to view)

Risk Communication Seminars

Event: Risk
Communication
Seminar – Batch 1

Participants:
BAI and Regional
Coordinators

Date: May 9, 2019



Risk Communication Seminars



Event: ASF
Coordinators/ Quick
Response Meeting

Participants:
ASF Coordinators/
Quick Response
Team

Date: June 20, 2019

Risk Communication Seminars



Event: Training on
Animal Disease
Emergencies and
Response to
Transboundary
Animal Disease
Outbreaks

Participants:
Mindanao
Regional and local
counterparts

Date: July 29 to
August 2, 2019

Media Interviews: Radio/ FB live

Radio interviews



Konsyumer Atbp Dzmm Teleradyo

22 June · 🌐

"Siguraduhin! Ligtas na Pagkain at Gamot sa Merkado" sa Konsyumer At Iba Pa (KATBP) kasama sina Alvin Elchico at DTI Usec. Ruth Castelo.



Media Interviews: TV/ print



Stakeholder Seminars/ Meetings on ASF



Combat ASF Seminar



DA Meeting with Local Government Veterinarians



Local Government Veterinarians' Conference

Posters/ Handouts

- Target audience: local farmers and owners of pig farms
- Swill feeding



PROTEKTAHAN ANG MGA BABOY LABAN SA

AFRICAN SWINE FEVER

- ⊗ Walang gamot
- ⊗ Walang bakuna
- ⊗ Mabilis na pagkamatay ng baboy kapag tinamaan ng ASF



ANO ANG AFRICAN SWINE FEVER O ASF?

Ang African Swine Fever o ASF ay isang sakit na nakakahawa at nakakaapekto lamang sa mga domestic at wild pigs.

Ang ASF ay nakamamatay sa mga baboy ngunit ito ay hindi nakakahawa sa mga tao.

Kapag ang ASF ay nakapasok sa bansa, malaki ang magiging epekto nito sa ekonomiya at suplay ng baboy.

PAANO MAKATUTULONG UPANG MAIWASAN ANG ASF?

- ✓ Bantayan ang kalusugan ng mga alaga ng baboy at panatilihin malinis ang babuyan at kapaligiran.
- ✓ Iwasan magpakain ng tira-tirang pagkain sa mga alagang baboy at iba pang hayop.
- ✓ Ipatupad ang biosecurity measures sa babuyan upang masiguro ang kaligtasan ng mga alagang baboy.
- ✓ Kumonsulta agad sa pinakamalapit na Local Veterinary Office kung may mapansing kakaiba sa inyong mga alagang baboy.

Isang paalala mula sa Department of Agriculture-Bureau of Animal Industry



(02) 528 2240



baiasftaskforce@gmail.com



BAI Compound, Visayas Ave.,
Diliman, Quezon City



BAI ASF Task Force

IWASANG MAGPAKAIN NG KANING-BABOY!




**Information
Material to
discourage
swill feeding**

Maaring kontaminado ito ng mga mikrobyo at virus na pwedeng maging sanhi ng sakit at pagkamatay ng inyong mga baboy.



#NotoKaningBaboy
#MaximumBiosecurity
#PreventPigDiseases

Outline

-  **A-** All about ASF prevention and Assessed Risk
-  **S-** Strategies for communication
-  **F-** Future actions

Future Actions

- Target Audience of materials: local small-scale/backyard pig farmers, general public
- Risk and Crisis Communication Seminars
 - Batch 2 Risk Communication Seminar with target Audience: local government units/ other concerned agencies
 - Batch 2 & 3 (Luzon and Visayas) Training on Animal Disease Emergencies and Response to Transboundary Animal Disease Outbreaks (Risk Communication is integrated in the training)
- Collaboration with stakeholders
 - Development, printing and reproduction of IEC materials
- Continuous multi-media engagements



African Swine Fever is serious disease challenge requiring multi-sectoral and multi-level communication and cooperation

Thank you for your kind attention



Dr. Edna Zenaida Villacorte
aezville@gmail.com



WORLD ORGANISATION FOR ANIMAL HEALTH
Protecting animals, preserving our future

12, rue de Prony, 75017 Paris, France
www.oie.int
media@oie.int - oie@oie.int

