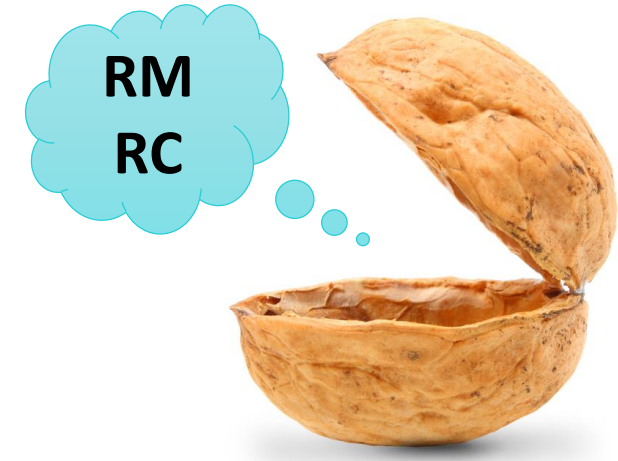


Risk Management & Risk Communication in a Nutshell



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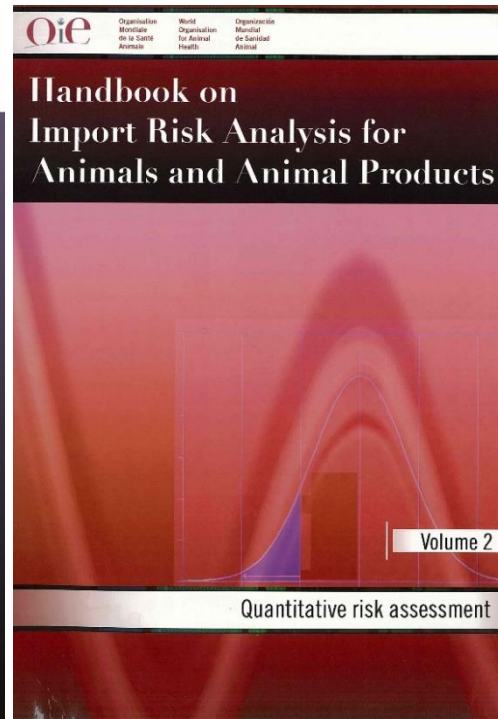
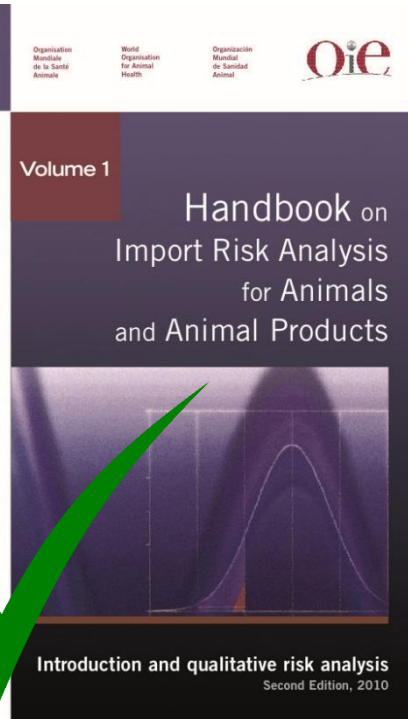


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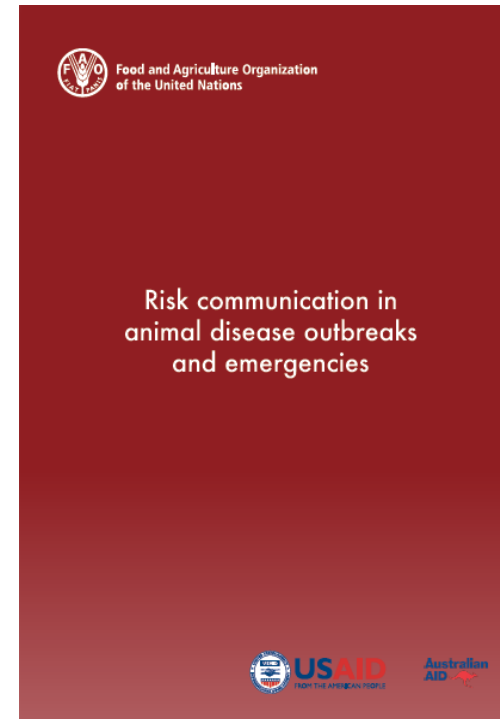
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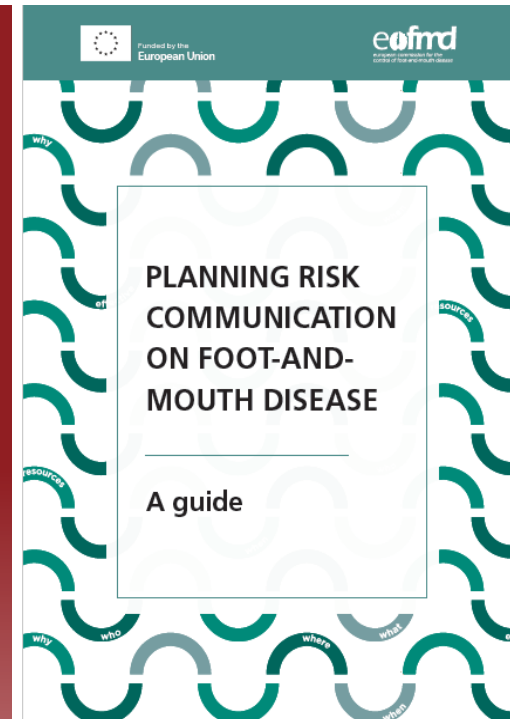
Key references



https://www.oie.int/fileadmin/home/eng/Media_Center/docs/pdf/EN_Guide_de_Communication_FINAL.pdf



<http://www.fao.org/3/ca7561en/CA7561EN.pdf>



<https://www.eufmd.info/getprepared>



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Outline

- Risk analysis process (risk governance)
- Overview of risk management (RM)
 - Risk evaluation
 - Option evaluation
 - Implementation
 - Monitoring & review
- Overview of risk communication (RC)
 - Who is involved
 - Goals
 - Developing plan
 - Explaining results
 - Barriers
- Take-home messages

What is risk?

Risk is the likelihood an event will occur and cause a consequence e.g. Injury

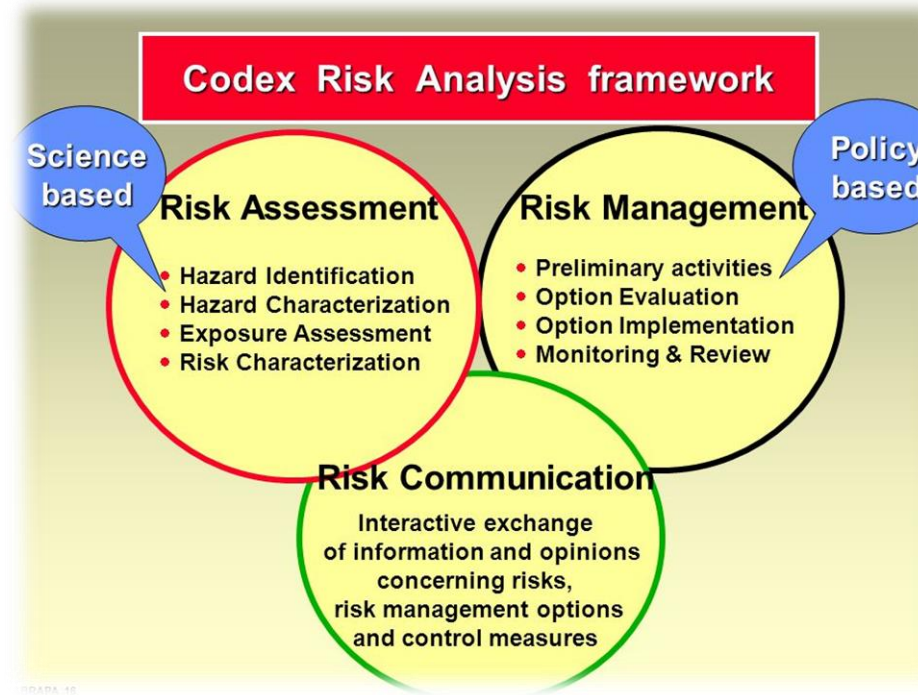


GoAnimate

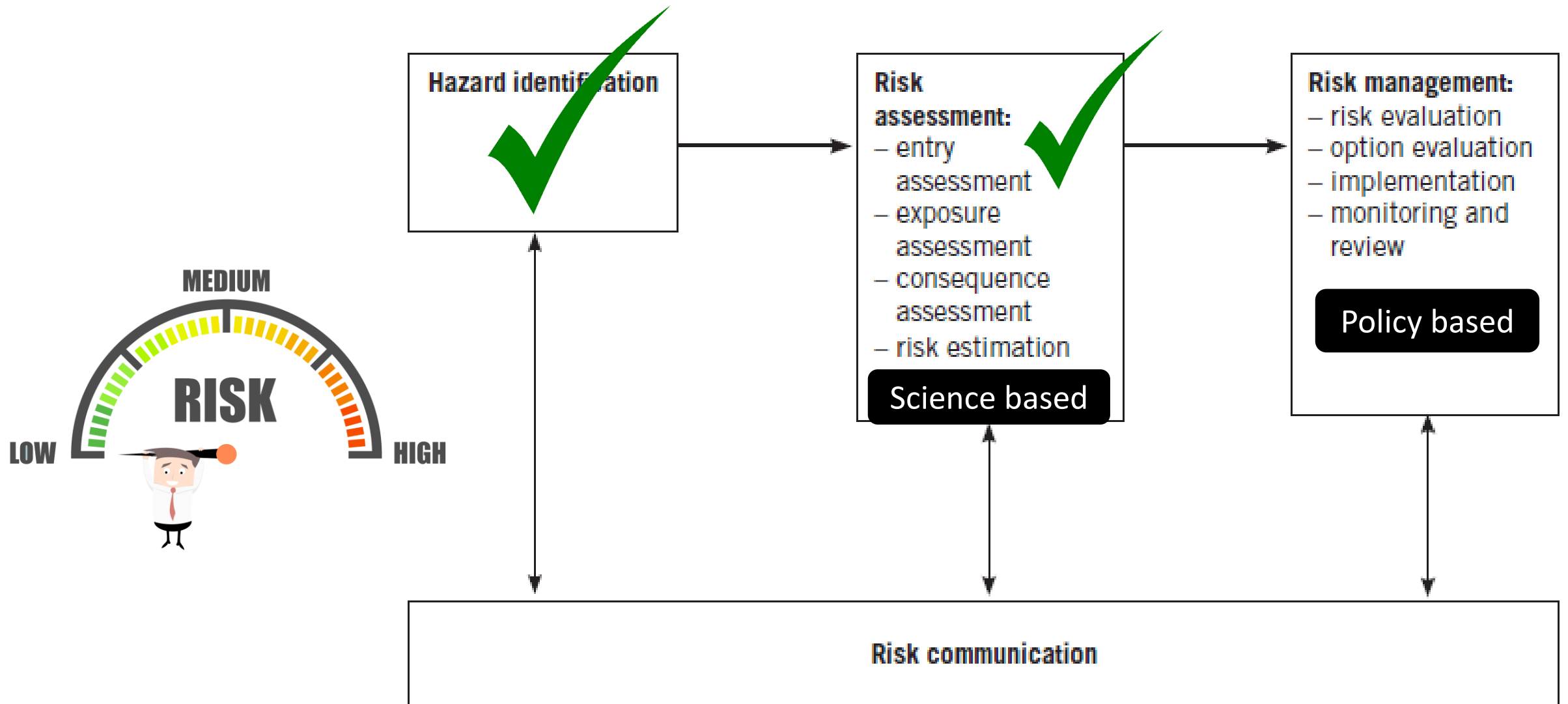
Q1 (reminder)

Which of the following is **not** a main component of the risk analysis process (OIE framework)?

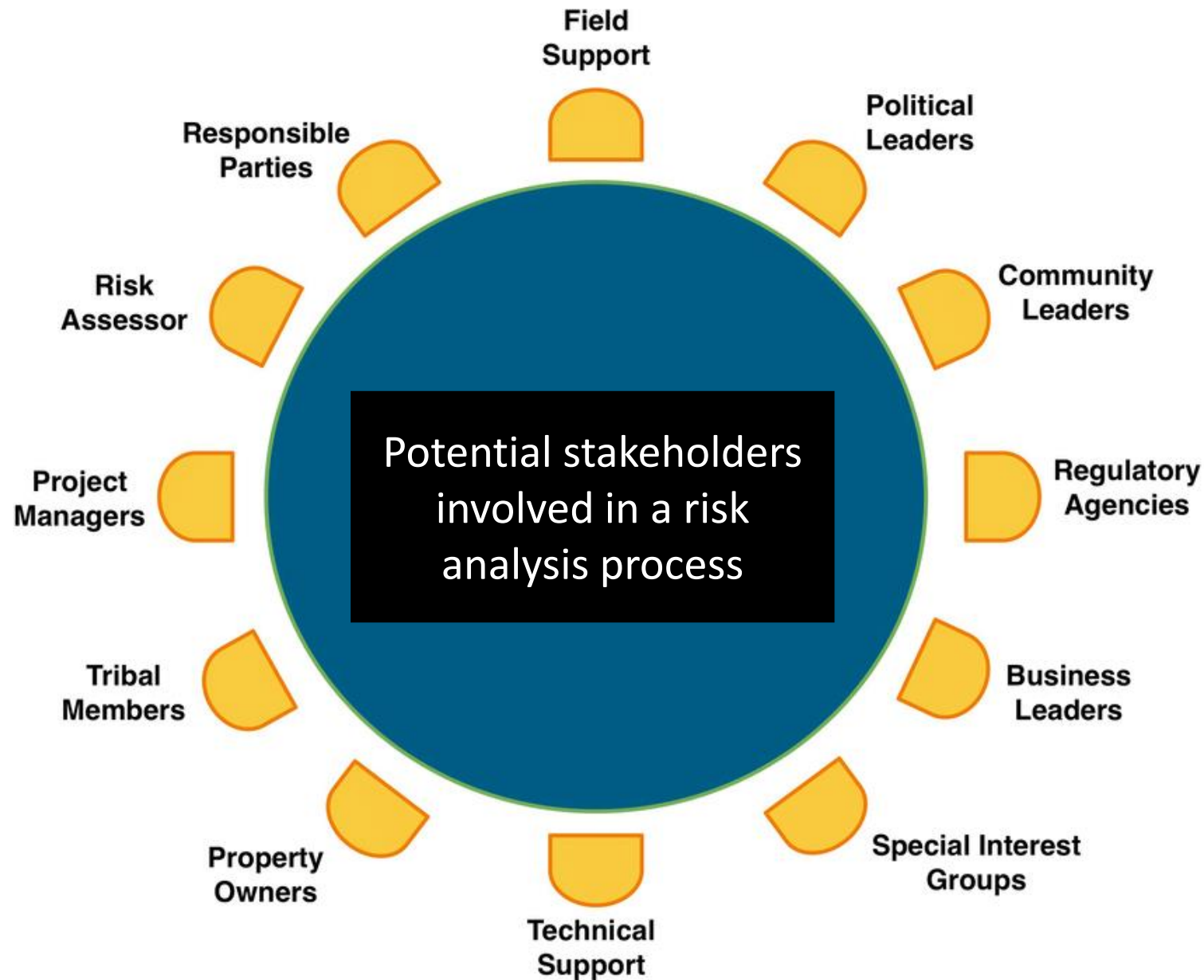
1. Hazard identification
2. Risk assessment
3. Risk characterization
4. Risk management
5. Risk communication



Risk analysis process (risk governance)



Source: OIE Handbook on Import Risk Analysis, 2010



African swine fever (ASF) is not a danger to humans but kills domestic and wild pigs. There is no vaccine against it.

The virus is highly resistant in the environment and in pork products.

Carelessness can spread the disease.

Respect general PRECAUTIONS



Declare any suspicious case (dead or alive) to the Veterinary Services



Do not carry pigs or pork products. If you do, declare them to the authorities



When working in or visiting farms, respect biosecurity measures



Do not visit pig farms in affected areas

AFRICAN SWINE FEVER

Don't be the carrier of a deadly pig disease



COMMERCIAL PIG FARMS
Reinforce your biosecurity measures on your farm.

PIG FARMERS
Take measures in your backyard and at the market, to protect your pigs and your neighbours' pigs from the risk of ASF.



HUNTERS
During hunting trips, especially in places considered at risk of ASF, make sure you disinfect your equipment before leaving the hunting area.



TRAVELLERS
Do not carry the ASF virus by transporting pigs or carrying pork products.



TRANSPORT AUTHORITIES AND CHECK POINT STAFF
(airports, harbours, rail stations, highways)

Know the countries infected with ASF and systematically check for travellers carrying animals or animal products, in particular pigs or pork products.

Risk Management

- What is risk management (RM)?
- Four steps in RM
 - Risk evaluation
 - Option evaluation
 - Implementation
 - Monitoring & review



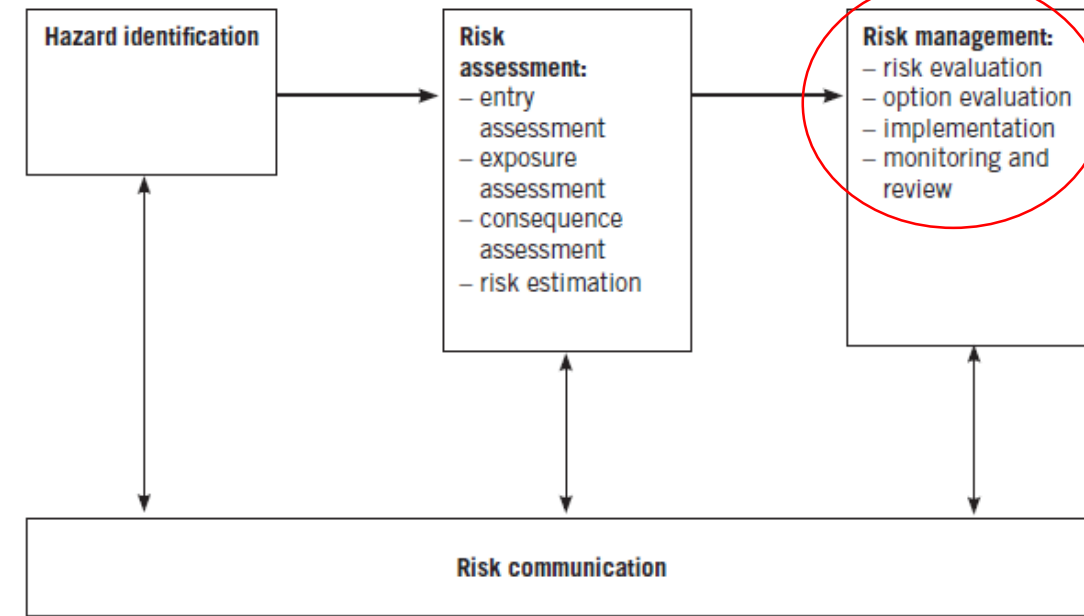
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What is risk management (RM)?

- RM is the stage in which control/mitigation measures are decided upon & implemented by 'decision makers'
- RM in
 - Import risk assessment (trade)
 - Animal health/disease management
- RM includes 4 steps
 - Risk evaluation
 - Option evaluation
 - Implementation
 - Monitoring & review



Source: OIE Handbook on Import Risk Analysis, 2010



RISK PERCEPTION



RISK ANALYSIS



RISK MANAGEMENT

Are sanitary/control measures warranted?

- Justified if the risk estimate is **non-negligible** (> “acceptable level”)
- Import risk assessment
 - No import requirements for diseases present in the importing country, unless that disease has an official control program
 - Based on international standards if exist (OIE Code)
 - A higher level of protection should be based on RA
- Animal disease management
 - Decision criteria could be based on cost-benefit analysis, regulations, stakeholder needs, etc.
- If significant uncertainty, a **precautionary approach** may be adopted
 - Based on the RA & available knowledge (e.g., COVID-19)
 - Review once additional info becomes available



OIE Terrestrial Code, Chapter 15.1 (ASF)



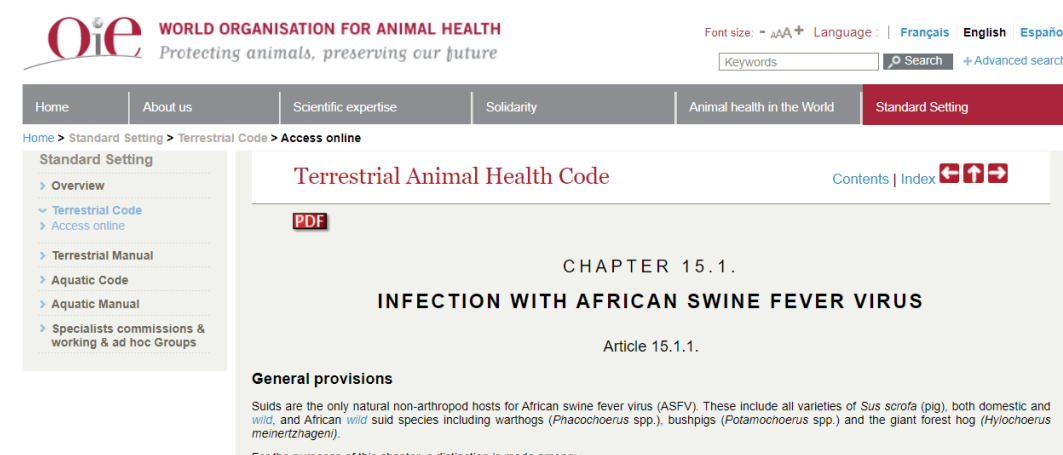
- Article 15.1.9.

Recommendations for importation from countries or zones **not free** from ASF

For domestic and captive wild pigs

- Veterinary Authorities should require the presentation of an international veterinary certificate attesting that the animals:
- showed no clinical sign of ASF on the day of shipment;
- and either:
 - were kept since birth or for the past three months in a compartment free from ASF; or
 - were kept in a quarantine station, isolated for 30 days prior to shipment, and were subjected to a virological test and a serological test performed at least 21 days after entry into the quarantine station, with negative results.

https://www.oie.int/index.php?id=169&L=0&htmfile=chapitre_asf.htm



The screenshot shows the OIE website interface. At the top, the OIE logo and tagline 'WORLD ORGANISATION FOR ANIMAL HEALTH' are visible, along with language options (Français, English, Español) and a search bar. The main navigation bar includes 'Home', 'About us', 'Scientific expertise', 'Solidarity', 'Animal health in the World', and 'Standard Setting'. The breadcrumb trail reads 'Home > Standard Setting > Terrestrial Code > Access online'. The left sidebar contains a 'Standard Setting' menu with options for 'Overview', 'Terrestrial Code', 'Access online', 'Terrestrial Manual', 'Aquatic Code', 'Aquatic Manual', and 'Specialists commissions & working & ad hoc Groups'. The main content area is titled 'Terrestrial Animal Health Code' and displays 'CHAPTER 15.1. INFECTION WITH AFRICAN SWINE FEVER VIRUS'. Below this, it lists 'Article 15.1.1.' and 'General provisions'. The text under 'General provisions' states: 'Suids are the only natural non-arthropod hosts for African swine fever virus (ASFV). These include all varieties of *Sus scrofa* (pig), both domestic and wild, and African wild suid species including warthogs (*Phacochoerus* spp.), bushpigs (*Potamochoerus* spp.) and the giant forest hog (*Hylochoerus meinertzhageni*). For the purpose of this chapter, a distinction is made among...'

Risk evaluation

Option
evaluation

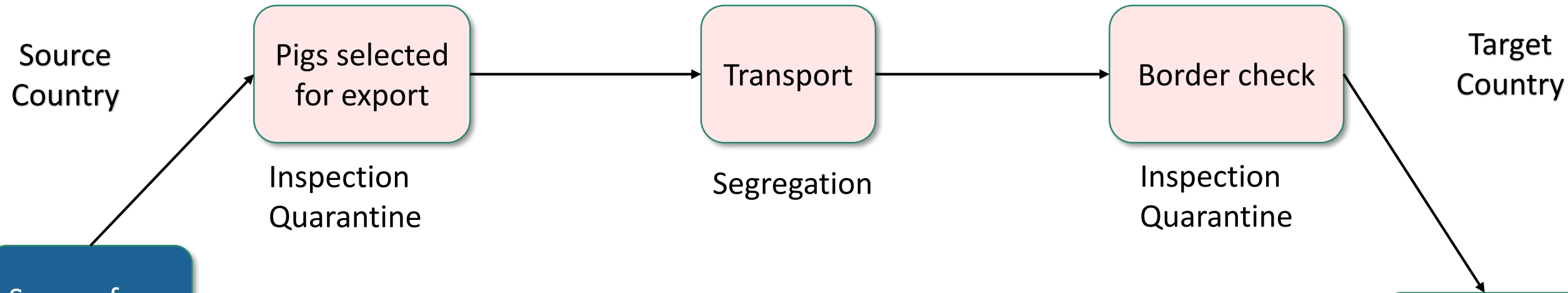
Implementation

Monitoring &
review

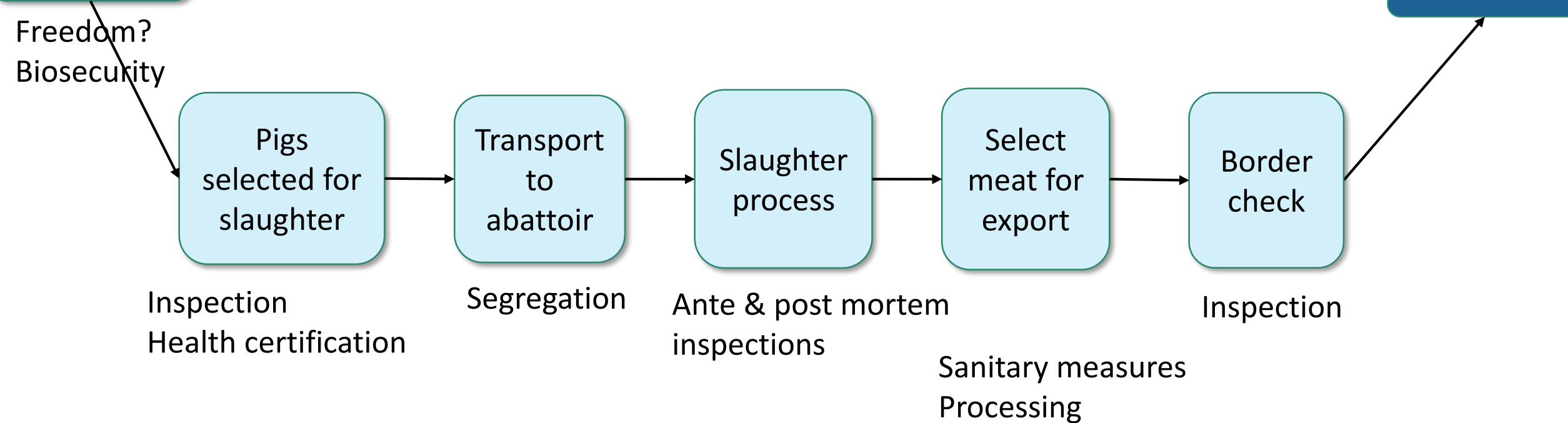
What control measures are available & appropriate to mitigate/eliminate the risk?

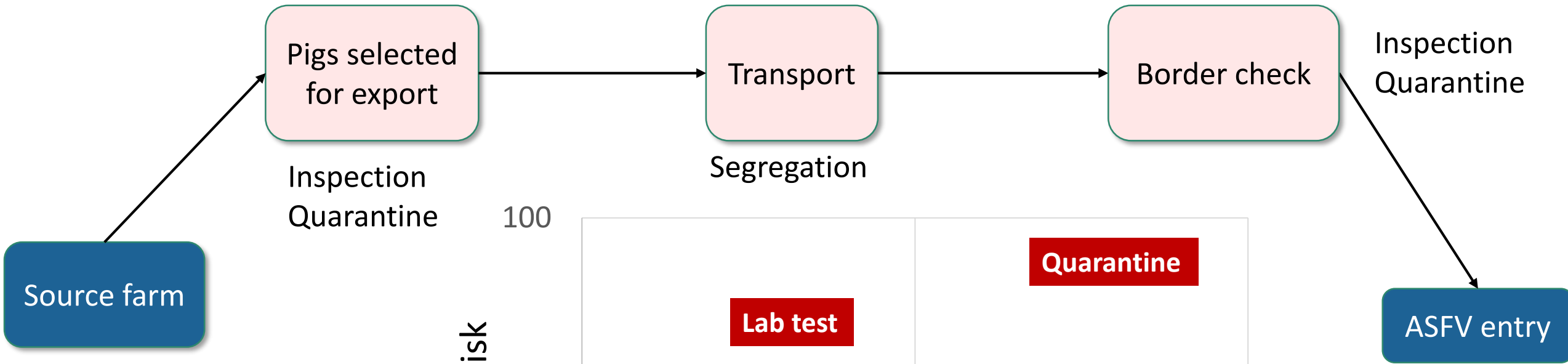
- Given the “**risk pathways**”, control measures should make sense
- For each possible option (or combination of options):
 - Evaluate the **impact** on the likelihood of entry, exposure, consequence
 - Ensure the **feasibility**
 - Technically, operationally, economically
 - Acceptable among stakeholders (compliance)



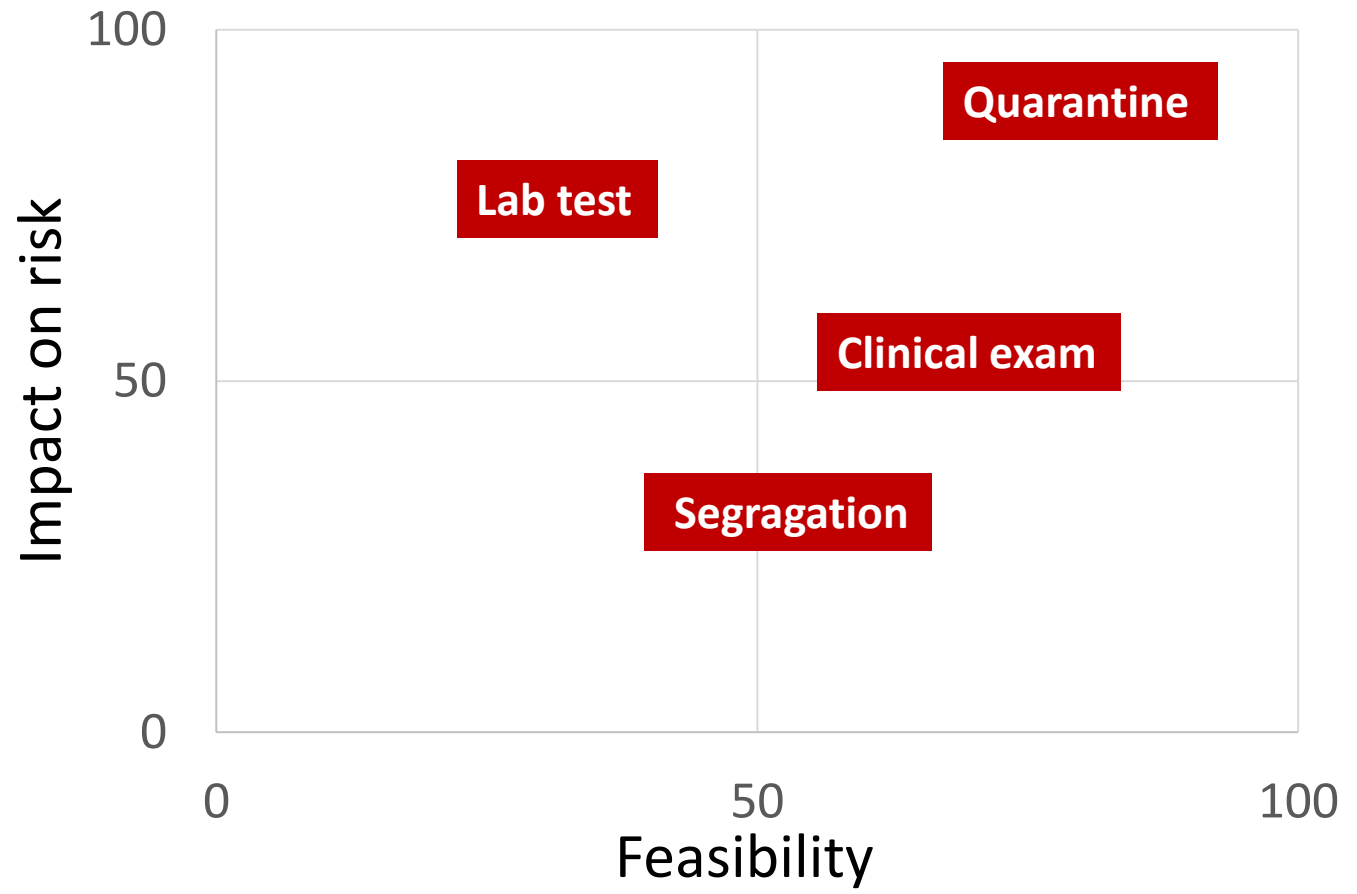


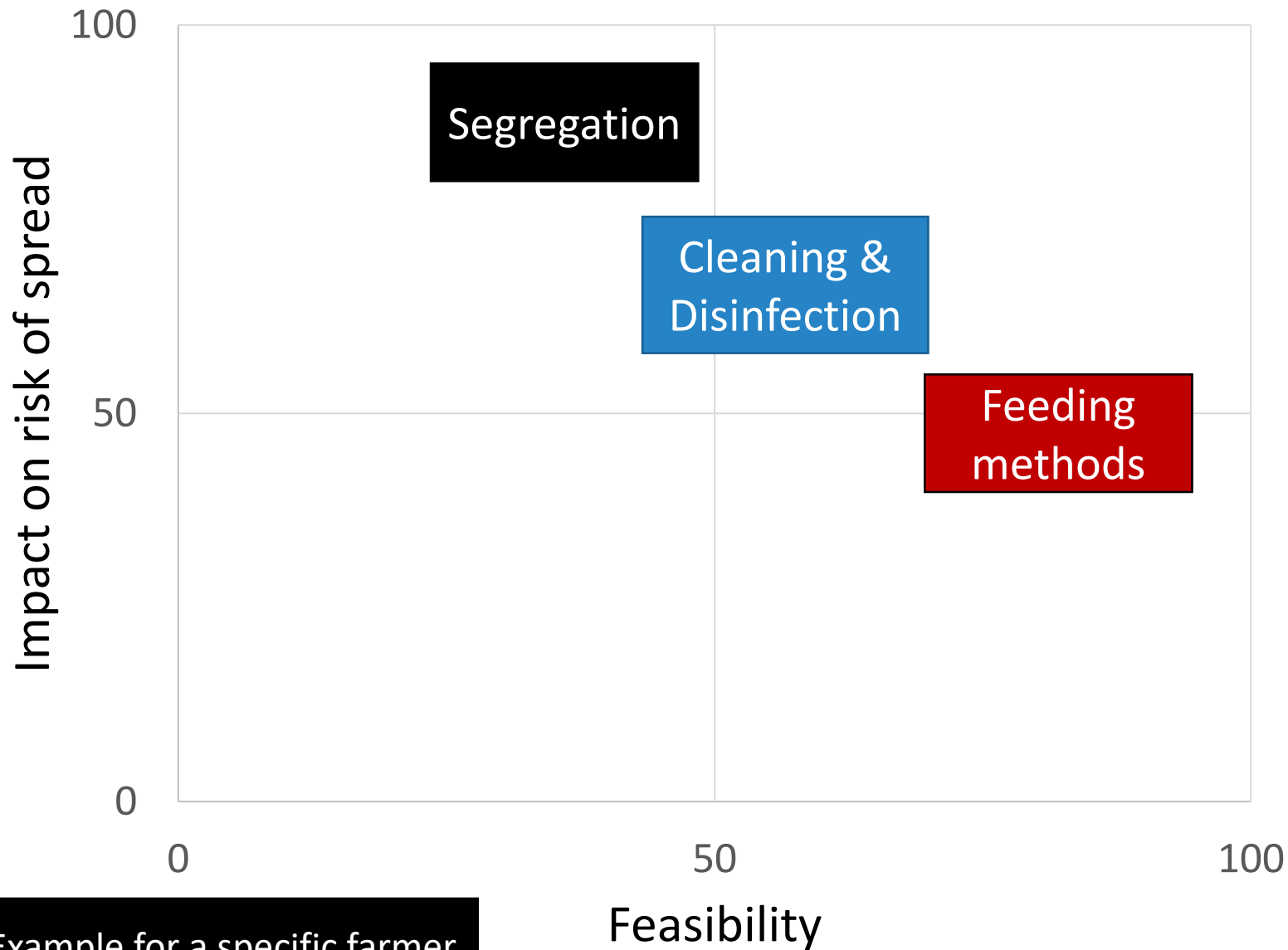
Risk pathways (simplified ASF example)





Example for a specific country





Example for a specific farmer

ASF kills pigs
African swine fever (ASF) is not a danger to human health but kills domestic and wild pigs. There is no vaccine against it. The virus is highly resistant in the environment and in contaminated pork products. Carelessness can spread the disease.

AFRICAN SWINE FEVER

Key biosecurity principles
to protect your and your neighbours' farms

✓ SEGREGATION
Create and maintain physical barriers to limit opportunities for disease spread by humans, animals or materials. When properly applied, segregation will prevent contamination and infection.

- Secure the farm entrances. Maintain robust perimeter barriers and properly store food/water to prevent wild boar contact.
- Strictly control staff and visitor movement on and off farm.
- Control the entry of pigs by implementing quarantine measures.

✓ CLEANING & DISINFECTION
All materials (e.g. vehicles, equipment) entering or leaving a site must be thoroughly cleaned and disinfected to remove visible dirt and inactivate pathogens still present on materials.

- Take a shower or wash hands prior to and after visiting a pig farm.
- Wear dedicated clothing and footwear on the farm.
- Clean vehicles and footwear. It is important to remove all visible organic material before disinfecting.
- Clean and disinfect animal housing between groups of animals.

USE AN ASF VIRUS APPROVED DISINFECTANT
Respect recommended concentrations and contact times.

✓ FEEDING METHODS
Do not feed your pigs with untreated swill or kitchen wastes.

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Protecting animals. preserving our future.

Risk evaluation

Option
evaluation

Implementation

Monitoring &
review

How should the chosen control measures/options be addressed? Who is responsible for this?

- After the option/s evaluated & decided upon by **Competent Authorities**
- Policy & operational guidance (SOPs) may be developed by different groups (e.g., central vs. district)
- Actual implementation may be done by:
 - Veterinary services
 - Other public bodies (e.g., border control)
 - Private stakeholders
 - Or a combination of all
- Maintain records & checks (for the next step)

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Protecting animals, preserving our future

Risk evaluation

Option
evaluation

Implementation

Monitoring &
review

- Monitoring (ongoing data collection)
 - **Are the control measures being implemented as planned?**
 - **What are the results of these activities?**
- Review/Evaluation (periodic assessment; every 1-3 years)
 - **Are the implemented measures mitigating the risk as expected?**
- Regularly measure & check your defined **indicators**:
 - Show progress when things are working well
 - Early warning when things go wrong
- Indicators
 - Quantitative (morbidity & mortality measures)
 - Qualitative (level of awareness/biosecurity)
 - Clear plan (targets)



Q2 (RM)

Which of the following is not a step of Risk Management?

1. Risk estimation
2. Risk evaluation
3. Option evaluation
4. Implementation
5. Monitoring & review



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Risk Communication (RC)

- What is risk communication (RC)?
- Goals of a RC plan
- Who is involved in RC?
- Important factors in developing a RC plan
- Appropriate content & message
- Barriers to effective RC



Q3 (RC)

Which one is a better fit for the definition of RC?

1. Transparent exchange of information between risk assessors & risk managers
2. Transparent exchange of information from risk managers to their subordinates regarding risk mitigation decisions
3. Transparent exchange of information from risk managers to all interested parties (/stakeholders)
4. Transparent exchange of information among all parties involved in the process & stakeholders



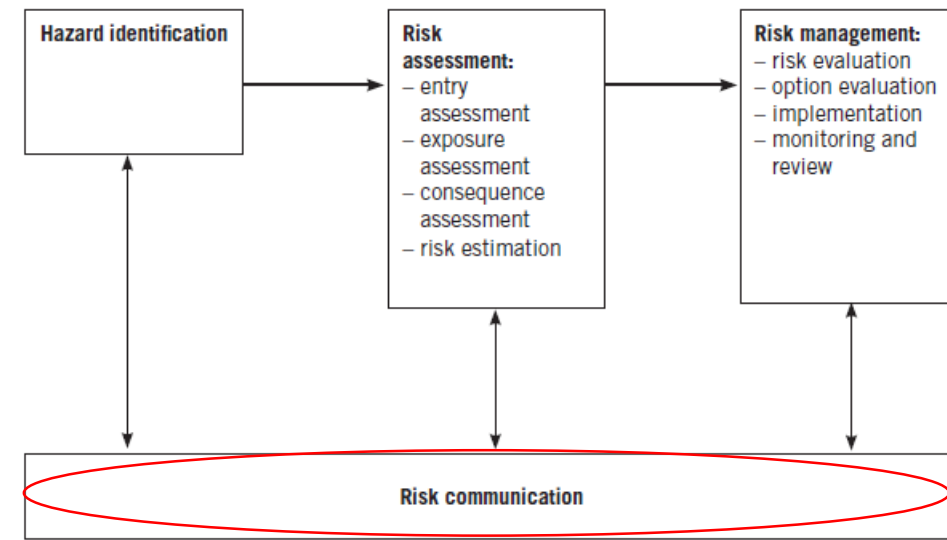
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What is Risk Communication (RC)?

- RC in
 - Import risk assessment (trade)
 - Animal health/disease management
- RC is a process involving an open, interactive, iterative, & transparent exchange of info on hazards & their associated risks, together with proposed mitigation measures among risk assessors, managers, and all stakeholders
- **Competent authorities** (national risk managers) should plan the process
- Even when a full risk analysis is not possible, veterinary & other authorities are recommended to adopt a coordinated approach to communication planning
- There are several models/tools for planning RC in various contexts



Goals of an effective RC plan



- Exchange information freely
- Maximize the effectiveness & efficiency of the risk analysis process
- Provide info that is meaningful, accurate, clear, & targeted to specific stakeholder groups (STs)
- Promote awareness & understanding of specific issues
- Promote consistency & transparency in making & implementing RM decisions
- Provide STs with assurance that their legitimate concerns will be addressed - timely feedback
- Strengthen working relationships & mutual respect among all STs
- Enhance public trust & confidence in the safety of (imported) commodities

Q4 (RC)

Ideally, when should the risk communication planning begin?

1. At the start of risk analysis process
2. Immediately after completion of the risk assessment
3. After proper risk management options have been identified and implemented
4. At the end of risk analysis process



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Who is involved in RC process? (stakeholders)

- **Competent authority (CA)**
 - Developing & implementing the RC strategy
- **International organizations**
 - e.g., OIE
- **Importers & exporters**
 - Important sources of info for RA & RM steps
- **Producer, farmer & consumer organisations**
 - Disseminating info & presenting the concerns & opinions of their members to CA
- **Academic & scientific institutions**
 - Expertise in all steps & advise on comm. approaches to CA
- **Media**
 - Training in media skills is vital



Developing a RC strategy

Communication models

- To guide us through developing an effective RC plan

1. Identifying stakeholders (ST)

- Often, CA identifies them
- “who shoulders the risks & who reaps the benefits?”

2. Providing STs with the opportunity to participate

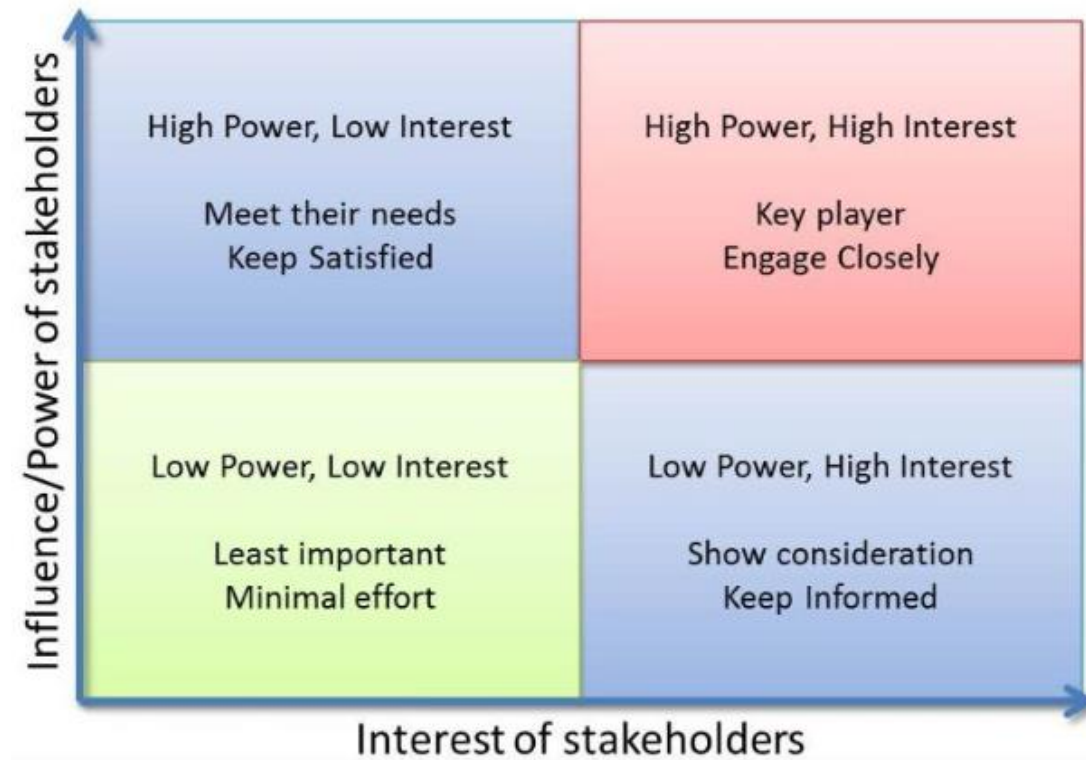
- Cost-effective means of comm. (mail, web, press, meeting, etc.)

3. Providing information to STs

- The nature & type of info provided to different STs is likely to vary

4. Establishing expertise in RC

- Successful RC requires skills that facilitate interaction with all STs
- Suitable **messages** for specific ST groups



Explaining the results (message)



Three types of report to target different audiences (based on their needs & level of understanding):

1) A full & detailed report targeted at other analysts

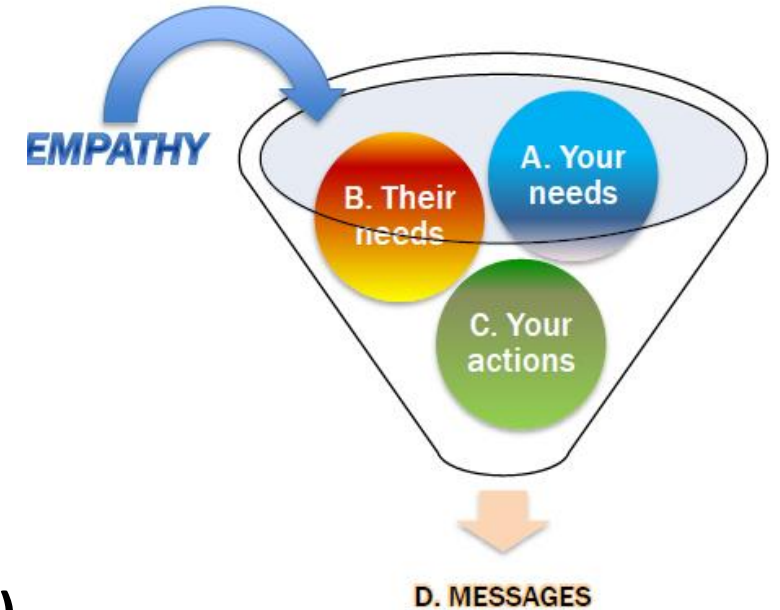
- Full text of study, refs, data, & conclusions
- To be reproducible

2) An executive summary targeted at decision-makers

- Most important aspects of the RA & recommendations

3) A report targeted at the general public (& other stakeholders)

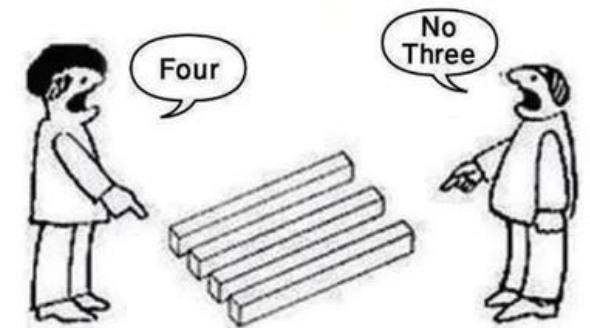
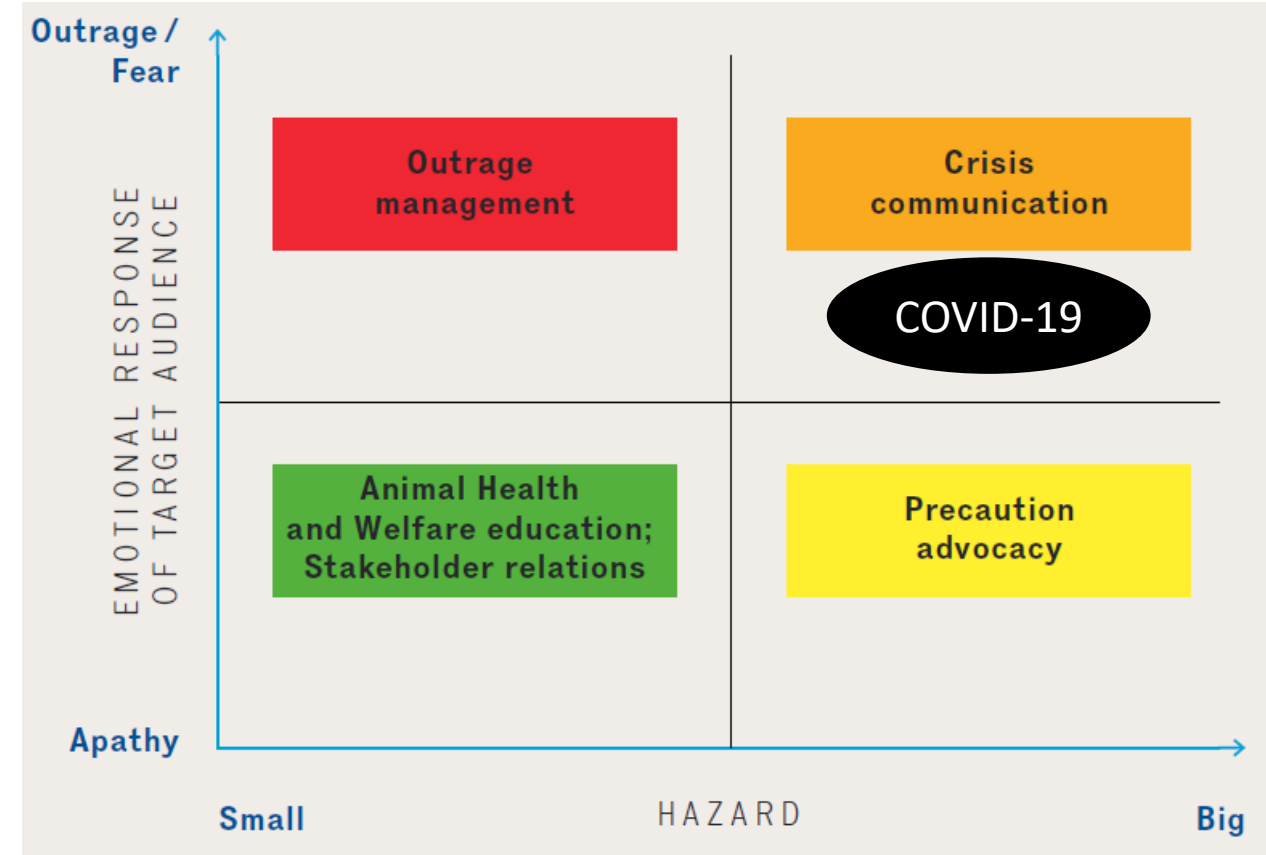
- Text must be clear, concise, & comprehensible to any reasonably educated lay person



Even the best-crafted message is useless if it fails to reach the intended audience!

Barriers to effective RC

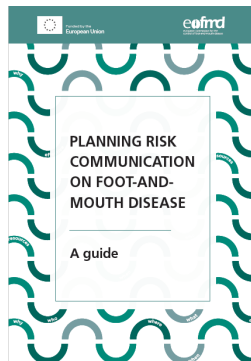
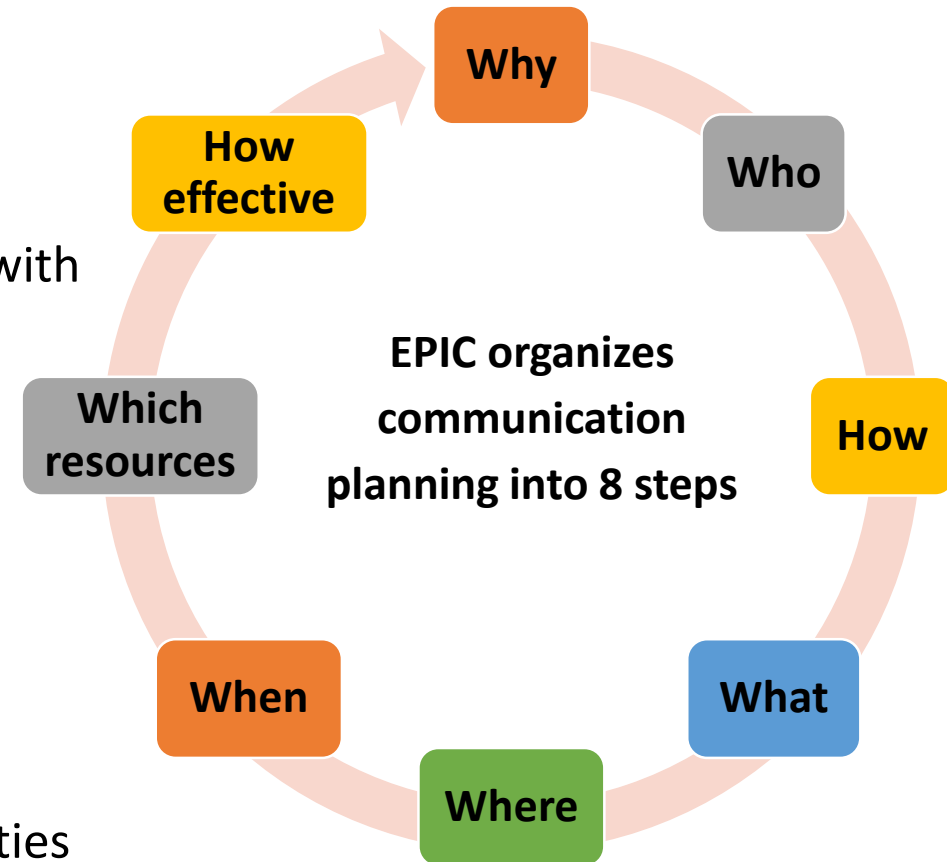
- Lack of credibility
 - Trust is easy to be lost
 - Regaining that will be very difficult
- Lack of participation
 - High cost
 - Limited expertise & capacities
 - Confidentiality
- Differences in “risk perception”
 - Stakeholder’s risk perception determines the communication task
 - Risk perception = Hazard x Outrage
 - Hazard: “how much harm [the risk is] likely to do”
 - Outrage: “how upset it’s likely to make people”



Example: EPIC Model for RC

- **E**motional, **P**articipatory, **I**mperfect, **C**ontinuous (EPIC) approach
 - Peacetime & emergency
 - By Cortney Price - adapted to animal health RM in collaboration with FAO
- **Objective:** to develop & plan effective RC strategies
 - Right message to right person at right time!
- **Under EPIC**
 - Readers learn to develop their own, contextually appropriate messages, → more impactful comm. initiatives
 - Communication does not change behaviour; it creates opportunities for people to learn from one another
 - Fundamental question: **“How can I facilitate conversations that promote collaboration on risk reduction?”**

A dialogue aimed at developing shared perceptions



<https://www.eufmd.info/getprepared>

Q5

In your opinion, what is the most important step when conducting a full risk analysis?

1. Framing the risk question
2. Determining the scope of risk analysis
3. Conducting the risk assessment
4. Identifying appropriate mitigation measures to address the risk
5. Communicating the results with the relevant stakeholders



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Take-home messages

- All components of a risk analysis process are ~equally important
- Risk evaluation focusses on interpretation of RA outcome & informs the RM options
- RM options must be feasible & impactful in mitigating the risk (sustainable options)
- Effective RC is the key to effective/successful RA & RM
 - Avoiding communication is impossible
 - Identify your key stakeholders & engage them ASAP
 - Always plan RC in advance
 - Communication officers may be needed!

<https://trello.com/b/GloiZoik/african-swine-fever-oie>



The graphic is split into two main sections. The left section has a dark blue background with a red pig head icon on the left and the text 'ASF kills pigs' in white. The right section has a white background with the text 'AFRICAN SWINE FEVER' in red, 'Don't be the carrier of a deadly pig disease' in black, and a small pig icon. Below this is an illustration of a blue pickup truck with a red virus particle on its bed and red virus particles on its wheels. At the bottom, a dark grey bar contains the text 'Click on the image to access OIE awareness tools'.

ASF kills pigs

AFRICAN SWINE FEVER
Don't be the carrier of a deadly pig disease

Click on the image to access OIE awareness tools

Questions?



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