



# African Swine Fever Communication Strategy of the Philippines

ASF Communications Team  
National African Swine Fever Prevention & Control Program





# Acknowledgment

The Philippines' Department of Agriculture - Bureau of Animal Industry would like to convey its appreciation to the Food and Agriculture Organization of the United Nations (FAO) and the United States Agency for International Development (USAID), and PhilVet Health Services Inc. for their support and development towards the development of the ASF Communications Tool Kit.



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Organization of the  
United Nations**



# Impact of African Swine Fever

No known treatment and approved vaccine.

Different stakeholders are involved and affected.

## African Swine Fever

Implications in food security, safety, and livelihood.

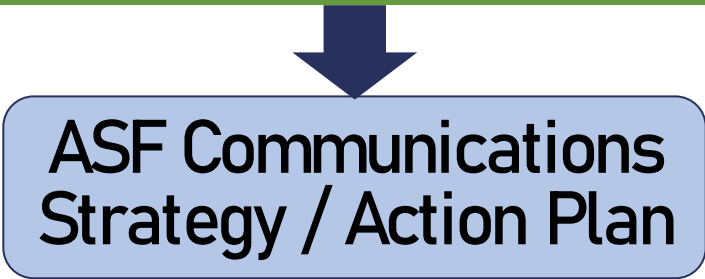
Contagious and deadly with 100% morbidity and mortality.

State of calamity by virtue of Proclamation no. 1143, series of 2021.



# Bantay ASF sa Barangay Program

- Administrative Order No. 7, Series of 2021, also known as the...



# ASF Communication Strategy of the Philippines 2021-2022

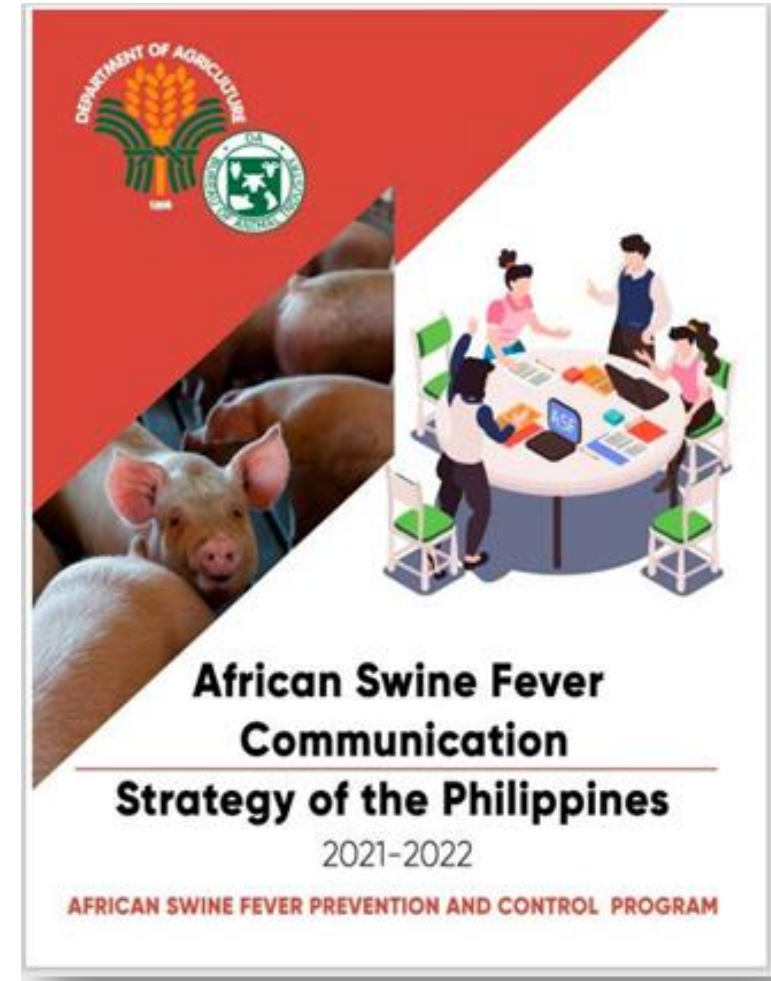


## VISION

Stakeholders are **aware and informed** of their **roles** and are actively **participating** in the ASF programme.

## GOAL

To ensure all aspects relevant to ASF control will be **cascaded** and **disseminated** to all **stakeholders**.





# ASF Communication Strategy

- Strategic approach and components of the ASF Comms Strategy / Plan

## The 5 Components: T-R-A-C-E

| T   | R                                     | A                              | C  | E                              |
|---|---------------------------------------|--------------------------------|--|--------------------------------|
| Understanding the <u>T</u> echnical Elements of ASF | <u>R</u> isk and Crisis Communication | <u>A</u> wareness and Advocacy | <u>C</u> reating Network of Regional ASF Communication | <u>E</u> ngagement of Partners |



# Development of the ASF TOOL KIT

The Communication Tool Kit was developed based on the ASF Communication Strategy of the Philippines 2021-2022



Identify stakeholders and conduct Focus Group Discussions



Identify issues and develop key messages



Develop campaign brand and conduct pretesting through Zoom platform, online survey, and face to face survey.

ASF is the responsibility of all



## Stakeholder analysis and key messages

- ASF is contagious and deadly to pigs
- ASF is not a public health concern, but consumers are advised to buy meat that passed meat inspection.
- General knowledge on no swill feeding



General public /  
Consumers

Do not bring  
pork & pork  
products during  
travels.



Traveler

Stop  
hunting.



Hunters

Biosecurity measures.  
Comply with meat  
inspection  
requirements &  
certification



Vendors / Online  
meat sellers



# Stakeholder analysis and key messages



ASF is contagious & deadly to pigs.  
Strict biosecurity measures.  
Immediate reporting is key to preventing and containing the disease.  
Don't feed swill or practice safe swill feeding.



Farmers

ASF is contagious & deadly to pigs.  
Strict biosecurity measures.  
Observe & comply with border control requirements



Hog traders / Viajeros

Strict border control prevent illegal movement of live pigs and destroy pig products at country entry points prevents introduction of the virus.



Veterinarians / Policy Makers

# Mediums



Materials are designed, developed, and distributed in these mediums:



Posters



Tarpaulins



Social media cards



Promotional Items

# Awareness and Advocacy



Distribution activities conducted in:  
Bus terminals, Airport vicinities, seaports, communities





# Awareness and Advocacy



Filming of biosecurity video in a backyard farm in Pampanga ➤





# Awareness and Advocacy



Information Caravan with hog raisers in North Cotabato



Coordination Meetings and Information Awareness with members of the local ASF Task Force in Oriental Mindoro





# Awareness and Advocacy



## IEC Materials developed for Consumers

### Buy Safe Pork!

- ✓ Look for pork and pork product with meat inspection certificate for African swine fever-free pork
- ✓ Be a responsible buyer
- ✓ Buy from reliable sellers who get pork from ASF-free farms

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### When buying online, don't add to cart African swine fever infected pork!

ASF is contagious and deadly to pigs.

Ask your seller if the pork and pork products are sourced from ASF-free farms.

Ensure the seller has government's certified pork

Don't spread ASF, buy ASF-free pork!

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# Awareness and Advocacy



## IEC Materials developed for Meat vendors

**Stop the Spread of ASF!**

- ✓ Regularly disinfect your surroundings
- ✓ Always make sure that your products are ASF-Free

**MEAT SHOP**

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**Sell Only CERTIFIED PORK**

**MEAT SHOP**

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INSPECTED NMIS PASSED

Sell meat approved by authorities.

Selling **Hot Meat** or uncertified meat is a violation of RA 10536 with a penalty of **P500,000**.

Don't sell Pork Products without certificates!

Be Aware. Be Secure. Be ASF Free.

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# Awareness and Advocacy



## IEC Materials developed for Online meat sellers

The graphic is set against a light blue background. At the top left, the text 'Stop the spread of African swine fever' is displayed, with 'Stop the' in black and 'spread of African swine fever' in red. Below this, a blue speech bubble contains the text 'Make sure that your pork products are from ASF-free farms'. A white speech bubble below it says 'Register your business and follow protocols on selling pork online.' To the right, a large smartphone is shown with a person in a red apron standing behind a counter with pork products. The phone screen displays a pig and a social media post. Various social media icons like thumbs up, surprised faces, and a heart are scattered around the phone. At the bottom left, the logos for the Food and Agriculture Organization of the United Nations (FAO) and USAID (United States Agency for International Development) are shown, with the tagline 'FROM THE AMERICAN PEOPLE'.

# Awareness and Advocacy



## IEC Materials developed for Hog traders and Checkpoints

**PREVENT THE THREAT, PRACTICE BIOSECURITY**

**BABAY ASF**  
MAY MAGAGAWA AKO!  
MANGANGALAGA SA PAG-ALAY SA BAYAN

Clean and disinfect vehicles before and after use.  
Stop the spread of **ASF**  
**BIOSECURITY IS THE RESPONSIBILITY OF EVERYONE.**

**ASF kills pigs. Don't spread ASF.**

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**Cooperation is key to Stop the spread of ASF.**

Secure required documents and stop at animal checkpoints.

**For Green Zone Areas:**  
Shipping Permit, Veterinary Health Certificate

**Additional Certificates for Pink Zone Areas:**  
CSF & ASF Laboratory Test Result

**ASF kills pigs. Don't spread ASF.**

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**BORDER CONTROL is your First Line of Defense to keep ASF out!**

Inspection of **CERTIFICATES and SHIPPING PERMITS** are strictly enforced.

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# Awareness and Advocacy



## IEC Materials developed for Farmers on Biosecurity



# Awareness and Advocacy



## IEC Materials developed for Farmers on swill feeding





# Awareness and Advocacy



## IEC Materials developed for Veterinarians / Policy Makers

**BIOSECURITY is KEY to ASF Prevention and Control**

**Follow Biosecurity to protect our swine industry**

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### Frequently Asked Questions

#### Difference of **African Swine Fever** to other Pig Diseases

|   | African Swine Fever | Classical Swine Fever   | Swine Flu (Swine Influenza)          | Aujeszky's Disease (Pseudorabies) | Erysipelas                            | Salmonella              | Porcine Reproductive & Respiratory Syndrome |
|---|---------------------|-------------------------|--------------------------------------|-----------------------------------|---------------------------------------|-------------------------|---|
| <b>Cause</b>                                | African Swine       | Pestivirus              | Swine Influenza Virus (H1N1 at H3N2) | Suid Herpesvirus 1                | Erysipelothrix rhusiopathiae Bacteria | Salmonella choleraesuis | Arterivirus                                 |
| <b>Is it contagious to human?</b>           | No                  | No                      | Yes                                  | No                                | Yes                                   | Yes                     | No  |
| <b>S Y M P T O M S</b>                      | High Fever          | High Fever              | High Fever                           | High Fever                        |                                       | High Fever              | High Fever                                  |
|   | Lethargy            | Lethargy                | Lethargy                             | Lethargy                          | Lethargy                              |                         | Lethargy                                    |
|   | Loss of Appetite    | Loss of Appetite        | Loss of Appetite                     | Loss of Appetite                  | Loss of Appetite                      | Loss of Appetite        | Loss of Appetite                            |
|   | Bruises on the skin | Bruises on the skin     |                                      |                                   | Bruises on the skin                   |                         | Bruises on the skin                         |
|   | Vomiting            | Vomiting                |                                      |                                   |                                       | Vomiting                |   |
|   | Diarrhea            | Diarrhea                |                                      |                                   |                                       | Diarrhea                | Diarrhea                                    |
|   | Abortion            |                         |                                      | Abortion                          |                                       |                         |   |
|   | Sudden Death        | Sudden Death            |                                      |                                   |                                       |                         | Sudden Death                                |
|   | Lameness            | Lameness                |                                      |                                   |                                       |                         | Lameness                                    |
|   | Bleeding            | Convulsion              | Convulsion                           | Convulsion                        | Bleeding                              | Bleeding                | Bleeding                                    |
| Difficulty in Breathing                     |                     | Difficulty in Breathing | Difficulty in Breathing              | Difficulty in Breathing           | Difficulty in Breathing               | Difficulty in Breathing |   |
| <b>Is there a vaccine for this disease?</b> | None                | Yes                     | Yes                                  | Yes                               | Yes                                   | Yes                     | Yes   |

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# Awareness and Advocacy



## IEC Materials developed for Travelers



**Travel safe and responsibly for ASF-Free Community!**

- Do not bring pork and pork products from ASF Infected areas.
- ASF virus can spread through clothes, things and infected meat.
- ASF can easily spread and kill pigs.
- You may be carrying the virus to ASF-Free areas.

**BABAY ASF**  
MAY MAGAGAWA AKO!  
(I CAN TAKE CARE OF MYSELF)

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**TRAVEL SAFE AND RESPONSIBLY FOR AN ASF-FREE COMMUNITY**

**Do not bring pork or pork products from African Swine Fever (ASF) Infected Areas.**

ASF virus can spread through clothes, things and infected meat.

**ASF can easily spread and kill pigs.**

You may be carrying the virus to ASF-Free areas.

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# Awareness and Advocacy



## Highlight best practices on ASF



Interview featuring the best practices done by LGUs in Batangas to declare their ASF-free status ➤



# Awareness and Advocacy



## Highlight best practices on ASF



Interview featuring the best practices done by hog raisers in Batangas to prevent ASF incursion in their farms

# Awareness and Advocacy



## GUIDELINES ON BIOSECURITY

- 

**1** Don't feed swill. Choose the right feeds to feed your pigs and don't bring feed bags inside your farm.
- 

**2** Ensure that your breeder is healthy. Observe downtime or quarantine your pigs before releasing it to the herd.
- 

**3** Disinfect the things used in your farm and always clean and disinfect the inside of your farm including its surroundings (pigpen, warehouse, etc.) including the vehicle used.
- 

**4** Don't let anyone (vehicles, traders, visitors) inside your farm.
- 

**5** Take a bath and change your clothes when entering the farm. Use a separate set of clothes for your farm. Take a bath once again after leaving your farm.
- 

**6** Place a fence and/or net around your farm to stop wild animals and insects from entering your farm.
- 

**7** If your pigs become ill or die, contact the Municipal Agricultural Office, City/ Provincial Veterinary Office, or ASF Task Force near you.

For any questions contact the nearest Agricultural Office/ City/ Provincial Veterinary Office/ ASF Task Force in your area of the BAI ASF Prevention and Control Program





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## Frequently Asked Questions WHAT IS AFRICAN SWINE FEVER AND HOW TO AVOID IT?

**QUESTION 01** **What is African Swine Fever (ASF)?**



It is a disease of pigs caused by the African Swine Fever virus (ASF virus). It is highly contagious and deadly to pigs.

**QUESTION 04** **Is there a vaccine or cure for ASF?**



There is **NO KNOWN CURE OR VACCINE** developed yet for ASF.

**QUESTION 02** **Can people be infected with ASF?**



ASF is not infectious to people; however, clothes and equipment can become carriers of the virus and cause the spread of the disease to pigs.

**QUESTION 05** **What should we do to avoid ASF?**



Swill Feeding can infect pigs with ASF and be the start of the pandemic in the area. Always practice **biosecurity**. Don't feed swill to pigs.

**QUESTION 03** **What are the symptoms of ASF?**



- Bruises or blue pigmentation on snout, feet and ears.
- Discharges from eyes and snout
- High Fever
- Diarrhea
- Difficulty in breathing
- Vomiting of blood

**#BABayASF**

**BE Aware.  
BE Secure  
BE ASF Free**







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IEC Materials developed for the General Public



# Awareness and Advocacy



## Promotional items





# BABay ASF Slogan: A call to action

**May magagawa ako!**



# Challenges encountered

- Delays in translating materials to local dialects
- Hostile resistance from stakeholders due to different opinions on interventions of the government
- Limitations and restrictions due to COVID protocols
- Manpower restrictions and limitations
- Misinformation from the media, rumor mills and political personalities



# Addressing the challenges

- Additional manpower & prioritize pressing issues
- Prioritize safety and address immediate concerns of stakeholders
- Strengthen partnerships with the private sector and other institutions
- Plan activities while implementing COVID protocols





# Moving forward

- Development of other IEC materials to address different control interventions (i.e. depopulation, zoning) should be included in the strategy plan.
- Regular meetings with stakeholders to explain changes in government policies and to seek their comments.
- Conduct regular development meetings with the technical and communications teams to discuss additional messages and proper mediums.



# Critical Success Factors



**Stakeholders are aware and informed of their roles and are actively participating in the BABay ASF Program.**

# Coordination platform and data bank

BABay ASF FB Page:  
<https://tinyurl.com/BABayASFFB>





# Thank you for your time and attention!

ASF Communications Team  
National African Swine Fever Prevention & Control Program

