



BUREAU OF ANIMAL INDUSTRY

National African Swine Fever Prevention & Control Program



ASF Awareness Campaign Activities

Initiatives by the NASFPCP Communications Team

PHILIPPINES

Presented by Mr. Jezekiel Guardiano





National ASF Prevention and Control Program (NASFPCC)



The National ASF Prevention and Control Program Components

LGU Engagement

Biosecurity

Surveillance

Capability and Awareness

ASF TV and Radio
Advertisement Campaign

Outdoor Advertisements
(Billboards, Led Billboard,
Waiting shed)

ASF Kapihan Sessions (A Social
Media Talk show series)

ASF Information Caravan

Social Media Campaigns

Super Pig Tours



ASF Kapihan Sessions

(Social Media Program)

Objective

- To present technical information through relatable topics by conducting interviews of technical experts using online platforms like Youtube and Facebook.

Target participants

- General public, hog raisers, implementers





ASF Information Caravan

Objective

- Continually inform stakeholders on ASF and its prevention and control measures, targeting far-flung areas with high hog inventory

Target participants

- Hog raisers, hog traders, meat vendors, animal health workers

8:00 AM

Set-up, Registration

9:00 AM

Invocation

9:00 AM

Opening Remarks

Local ASF Updates

Topic 1: Mga Madalalas Itanong sa ASF

Topic 2: Biosecurity para sa hog raisers

PVO

NASFPCP

NASFPCP

Open Forum

11:00 AM

Awarding of certificates

Sharing of insights, learnings

Closing Remarks

Group photo



Conducted in various provinces of Regions 2, 3, 4A, 5, 6, 10 in 2022 and an awareness campaign on ASF threats to wild pigs held in Davao region.



AKSYON SA REHIYON:

NASFPCP holds information caravan in Imus City, Cavite on December 16, 2022.

Super Pig Campaign



Super Pig

Aims to inspire action against ASF
By introducing information in a fun
and interactive manner

Dr. V

Short term for Veterinarian
Embodies integrity
Promotes the importance of ASF
prevention and control activities





Super Pig Tours

Objective

- Compel a relatable and learning experience for the general public with interactive characters and a catchy song/jingle

Priority Areas

- High-traffic bus terminals and public markets

Target participants

- General public, travelers, consumers



Super Pig and Dr. V
launched during the 90th
PVMA Conference, and
the BAI Foundation Week



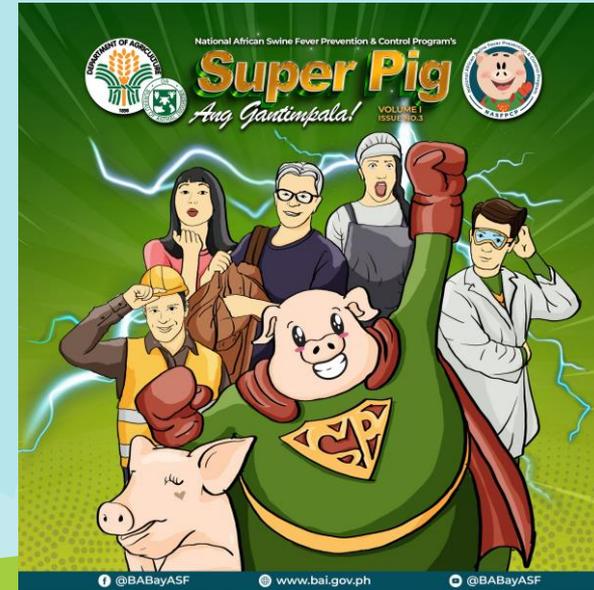
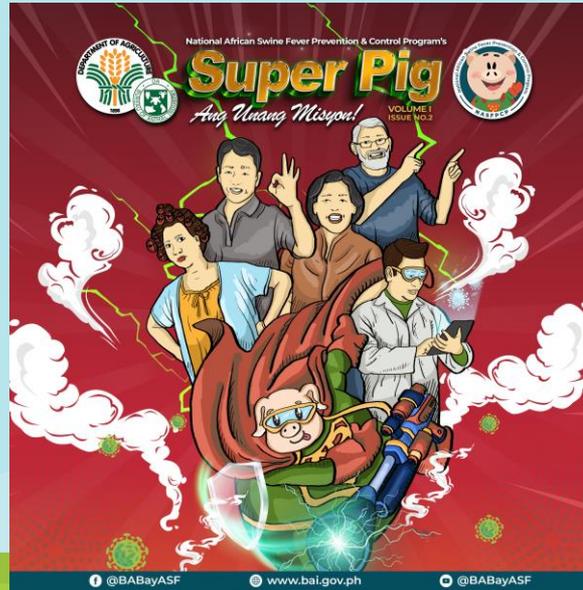
Super Pig Comics

Objective

- To popularize technical terms and policies in the ASF Program

Target Market

- General public and as giveaway during Super Pig Tours



Super Pig Pack



Characters Pack







Social Media



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



ASF Media
Toolkit Google
Drive:
<https://tinyurl.com/ASFMediaToolkit>



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Thank You!

