



Food and Agriculture  
Organization of the  
United Nations



World Organisation  
for Animal Health  
Founded in 1924

# Behaviour change communication to better manage African swine fever outbreaks

## *Introduction to BCC*

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**GF-TADs**

GLOBAL FRAMEWORK FOR THE  
PROGRESSIVE CONTROL OF  
TRANSBOUNDARY ANIMAL DISEASES



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# INTRODUCTION



**AFRICAN SWINE FEVER**

**ASF kills pigs**

African swine fever (ASF) is a highly contagious disease of domestic and wild pigs. There is no vaccine against it. It is not a danger to human health but it can lead to severe economic losses for your production.

Take strict preventative measures on your farm and at markets to protect your and your neighbours' pigs.

**Don't spread the disease.**

**× PIG FARMERS**

**Don't be the carrier of a deadly pig disease**

**RESPECT GENERAL PRECAUTIONS**

- Declare any suspicious case (dead or alive) to the Veterinary authorities
- Respect sanitary precautions in your farm and at markets
- Do not feed untreated swill or kitchen scraps containing meat to your pigs
- Prevent direct or indirect contact with wild boar. Implement quarantine measures for new pigs on farm
- Clean and disinfect any materials you share with other farms and wild pig hunters
- Prevent visitors from having unnecessary indirect or direct contact with your pigs
- If you live in an infected area:
  - Do not move your animals or the products originating from domestic or wild pigs (home-made products). Do not organise home-slaughters
  - Ensure your property and the presence of pigs is registered with the Veterinary Authorities

For more information: [www.woah.org/asf](http://www.woah.org/asf)



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**60% of farmers in this town read and followed this poster**

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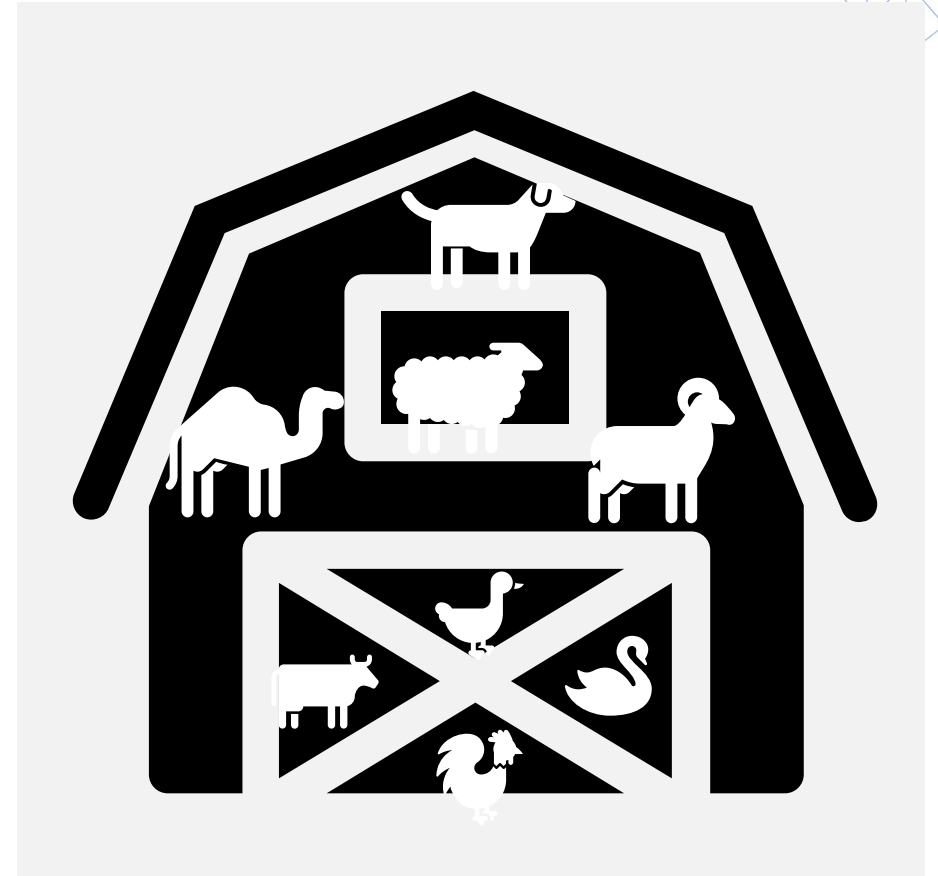
# Behaviour change communication

The strategic approach to influencing positive behaviours through strategic communication.

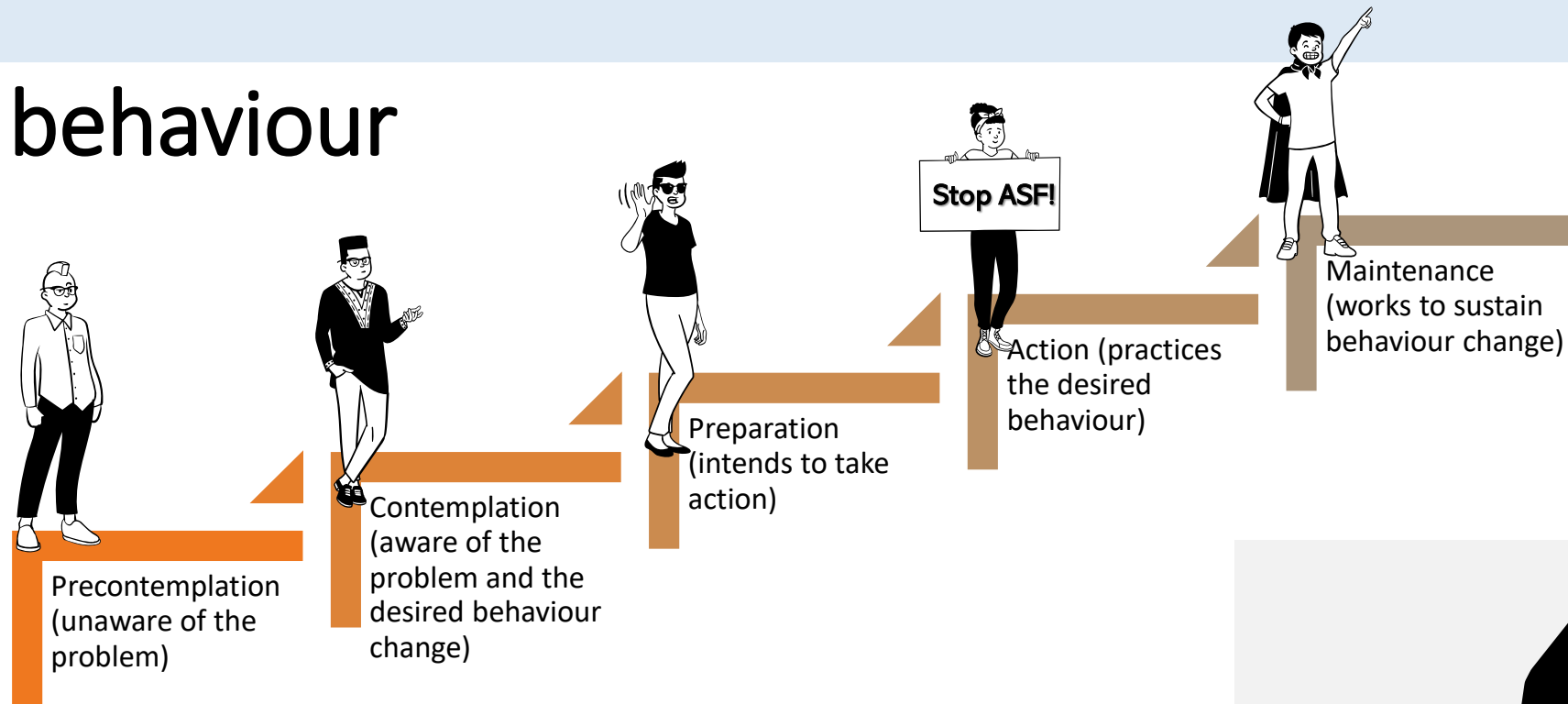


# BCC-related concept

- Animal health communication/promotion
- Information, education and communication

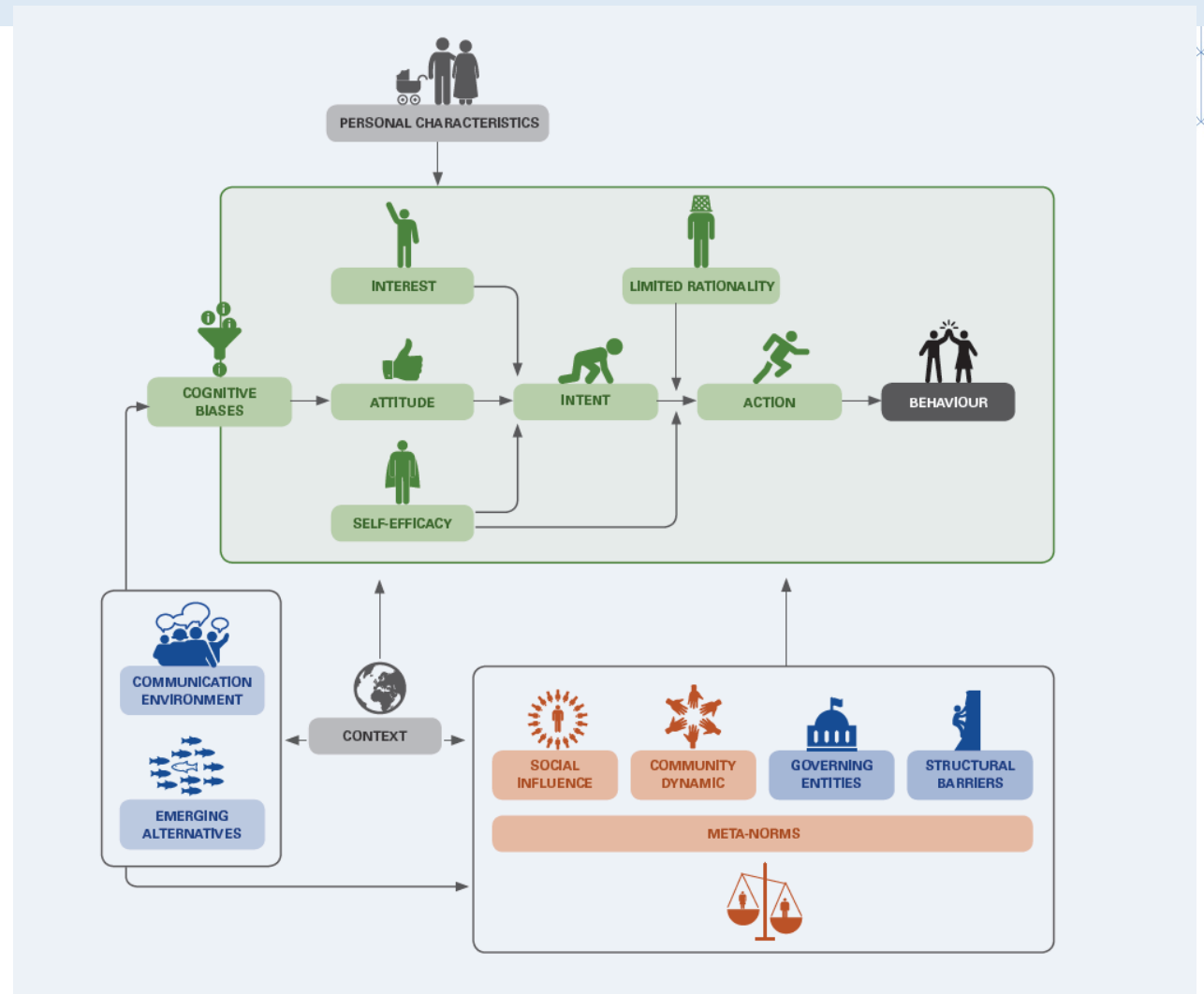


# Stages of behaviour



**Sources:** Grimley 1997 (75) and Prochaska 1992 (148)

# Behavioural Drivers Model



Source: UNICEF as modified by Sarah Osman (<https://www.osmanadvisoryservices.com/5-awesome-things-about-the-behavioural-drivers-model/>)

# Key roles of BCC in addressing ASF

- **Prevention:**
  - Promoting best practices in biosecurity and hygiene.
- **Early Detection:**
  - Raising awareness about ASF symptoms and promoting early reporting.
- **Response:**
  - Communicating effectively during outbreaks to manage and contain the disease.

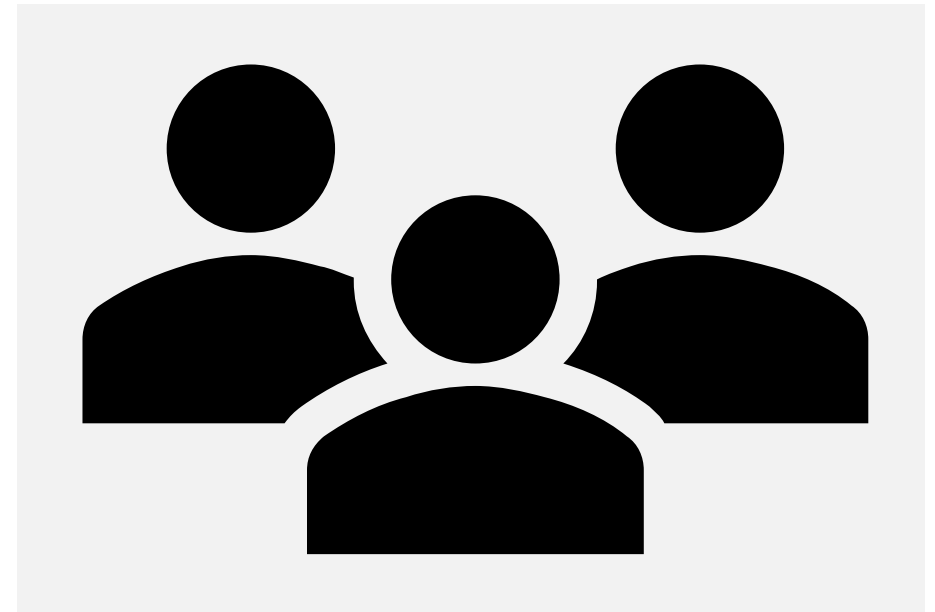
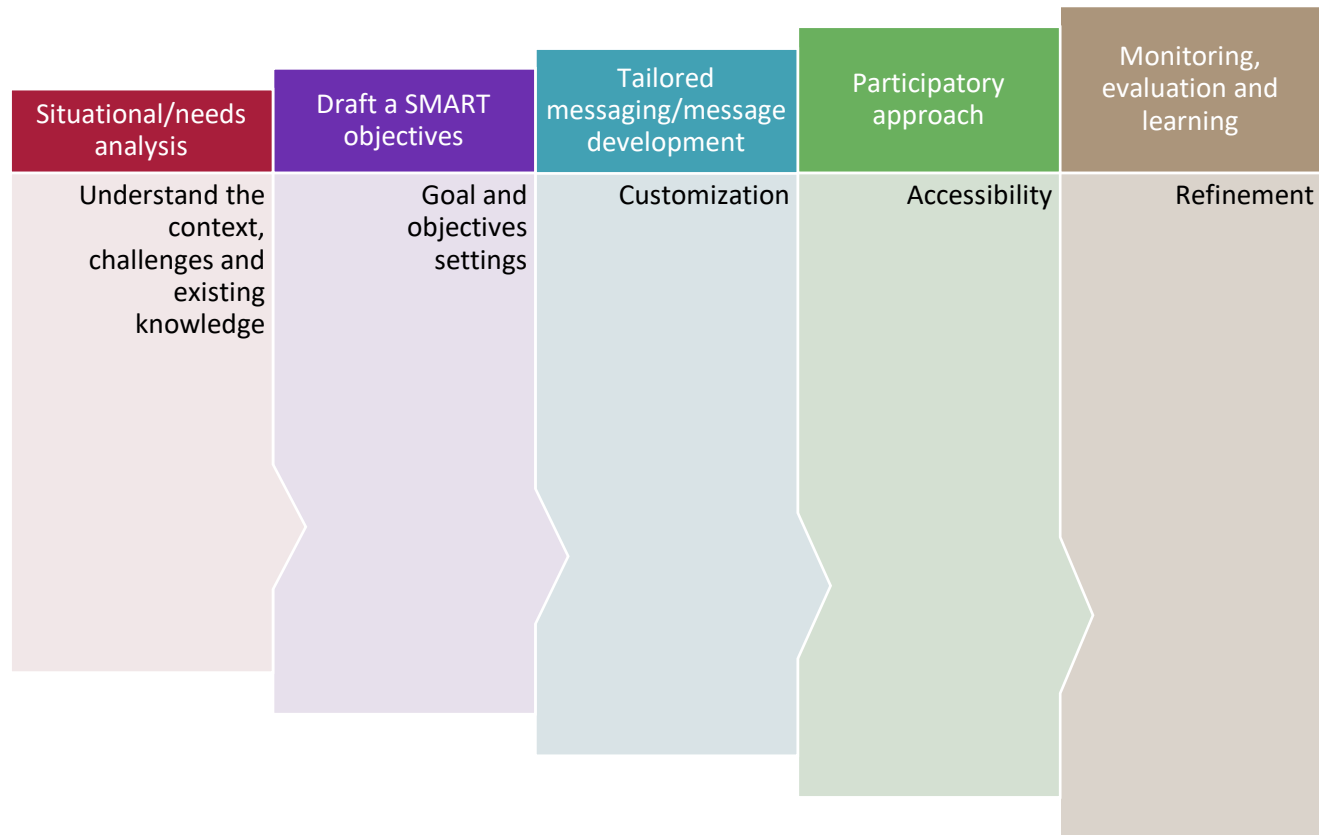
# BCC approaches

- Individual
- Group approaches
- Community approaches





# Designing a BCC campaign/programme



# Situational/needs analysis

- KAP survey in the Philippines
  - “We’ve been hog raisers for many generations, we had to stop because of ASF.”
  - “Our association have been helping in the public awareness of communities but we need the help of the government to better coordinate.”
- Theories of Change approach



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# CABI case

## Example: **Community ASF Biosecurity Intervention (CABI) in the Philippines**

### Results:

- Positive feedback among participants in the participation in CABI programme
- Protection of farms from further outbreaks of ASF

# Overcoming challenges in implementing BCC campaigns

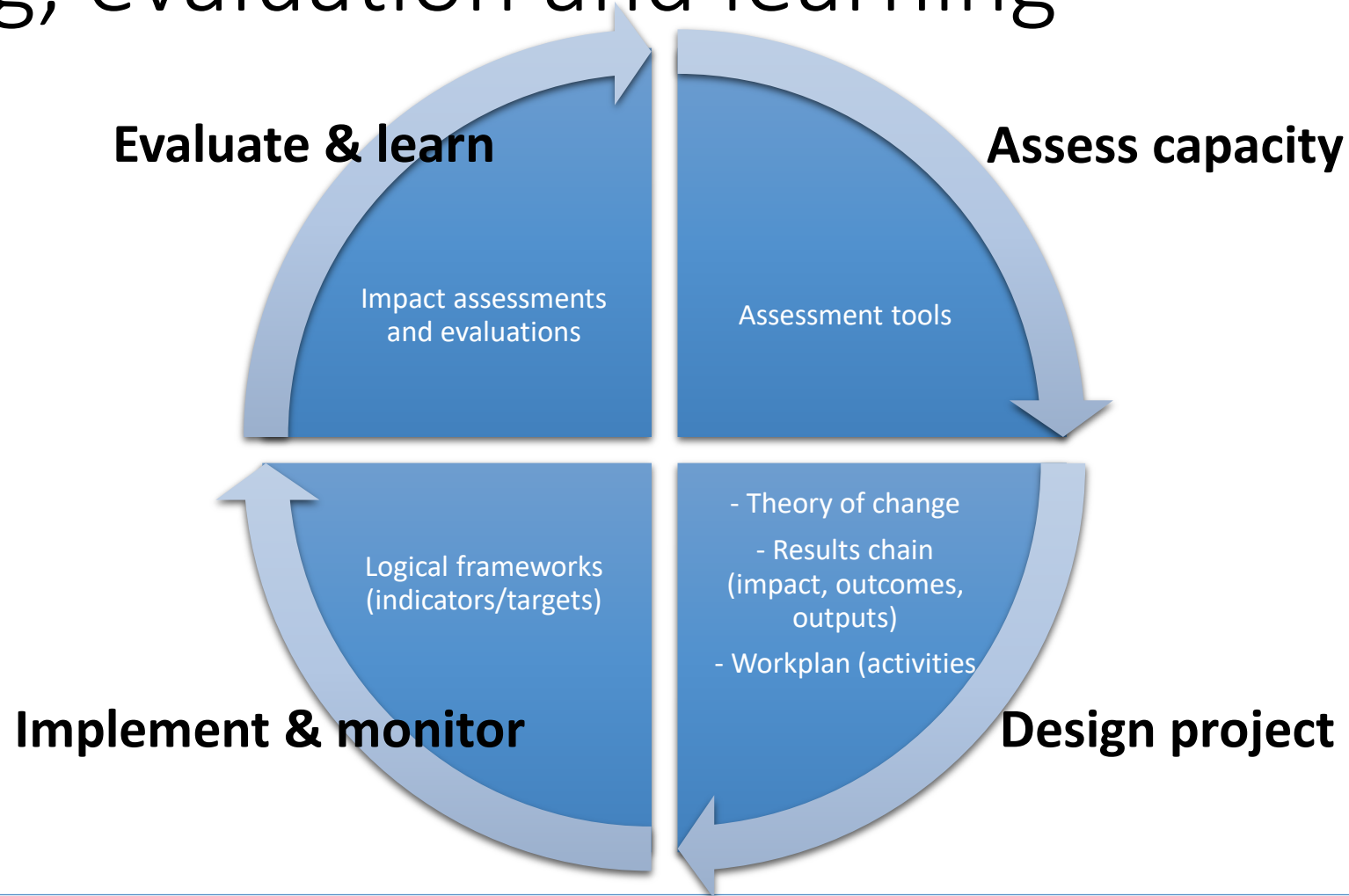
- **Barriers**

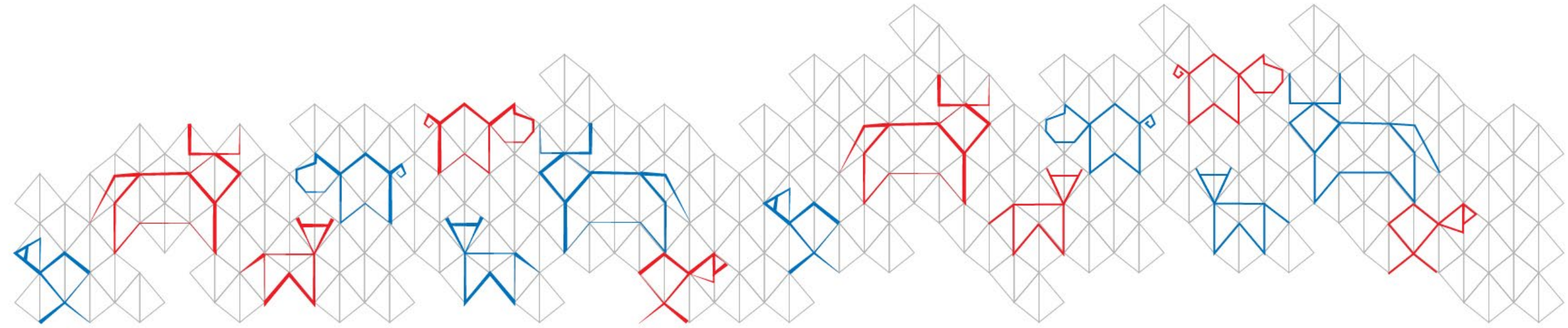
- Unknown cultural sensitivities
- Misinformation
- Logistical

- **Solutions**

- Providing context
- Fact-check campaigns
- Leveraging technology
- Building trust

# Monitoring, evaluation and learning





**Thank You**