

Ninth Meeting of the Standing Group of Experts on African Swine Fever for Asia and the Pacific


ASF Risk Communication in Europe

With support from:

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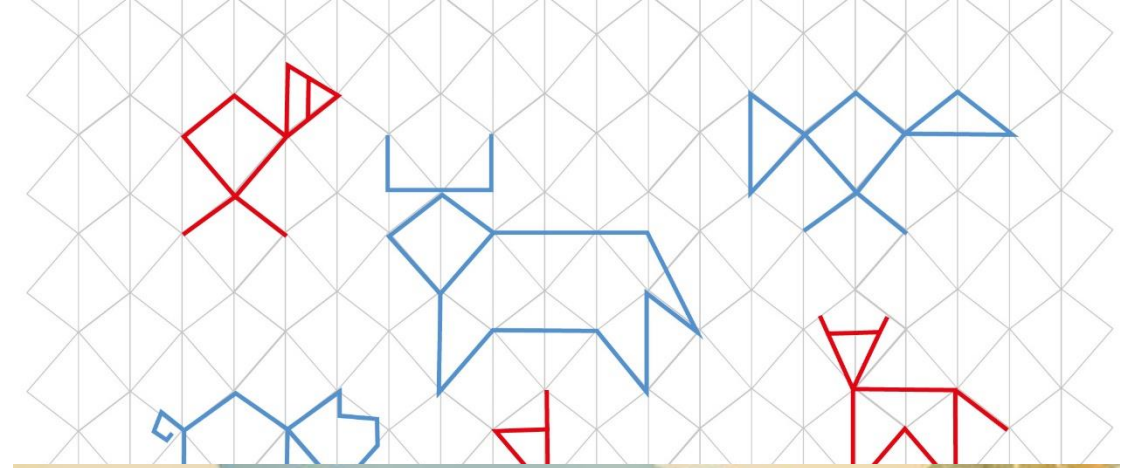
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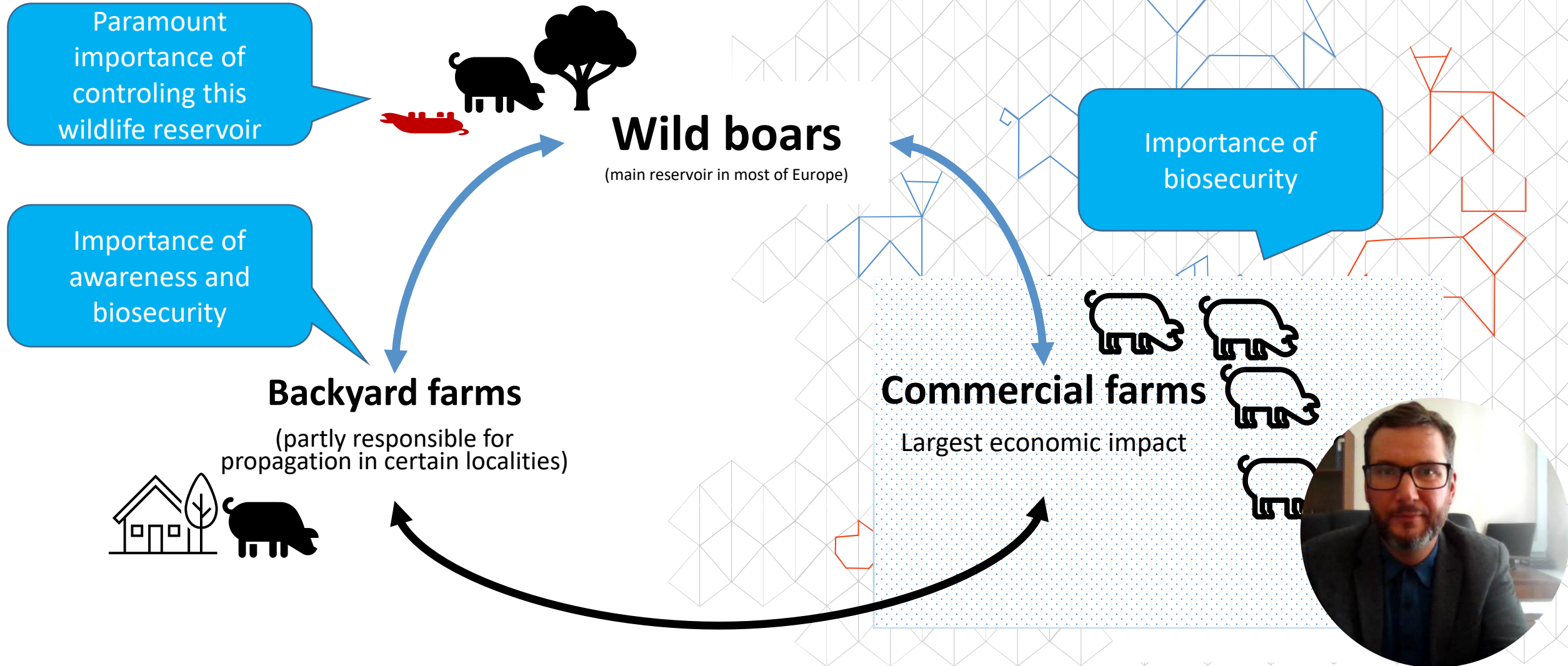
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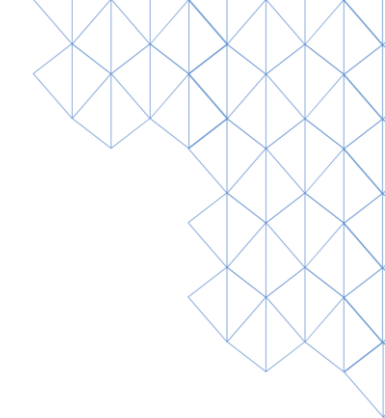
Three characterize ASF in Europe



ASF: why a focus on communication in Europe

- Extant experience of ASFv in European settings:
 - Serotype I outbreaks from 1957 to the 1990's (South West Europe)
 - Serotype II outbreaks since 2007 (Georgia)
- Continued progress on the **disease 'front'** and **focal point introduction** stress the importance of full public cooperation, especially in the backyard and wild boar compartments.
- Importance of **communication and awareness** is essential in disseminating acquired scientific knowledge
- In Europe as elsewhere, linguistic and cultural barriers are present





Awareness – general communication by WOAAH

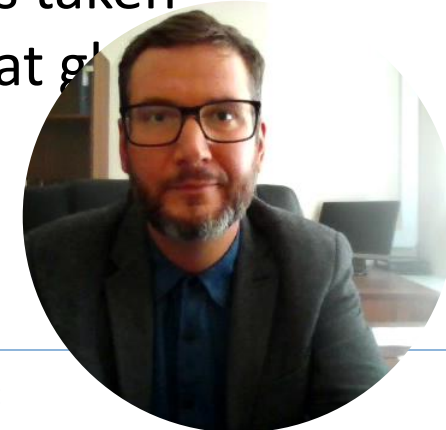
Communication

- Regular communication by regional twitter account on relevant regional themes
- Updated and improved website



Objectives:

- Keep ASF on the radar
- Put forward official WOAAH Web Pages
- Remind the public that ASF is taken seriously at global level



ASF Risk Communication and Community Engagement

Updating of the eDepository

- Europe has many languages, many societies, and several publics that are faced with ASF risks.
- Objective is to get the correct messages through to the correct public, keeping in mind efforts against disinformation
- *eDepository approach: putting in common material created by Members to foster innovation in getting messages through*
- *Collated by public and country (for language purposes)*



GE-TADS EUROPE

PROJECT MENU

Home > Projects > Standing Group of Experts

E-DEPOSITORY

New Depository on African Swine Fever

Renewed ASF communication material webpage with a call to countries in the region to share communication materials, with a preliminary version of the website available here: [A new depositary on African Swine Fever - WOAHA – Europe](#)

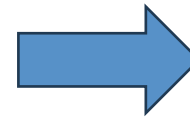


What we are planning in Europe – new eDepository



WOAH's mission is to help veterinary services fight animal diseases, assisting in coordination and sharing of expertise. Faced with continuing outbreaks of [African Swine Fever](#) in the European continent since 2007, WOAHI has developed outstanding expertise in managing disease in the field, organizing appropriate surveillance in domestic wild boars, and in communicating with the many stakeholders involved in prevention, surveillance, and outbreak control.

The general aim is to present all links with explanations with a clear layout in four main blocks



In the fundamental information page, you can find curated links to the WOAHI TAHC and other information that sets the basic knowledge in the fight against ASF

At regional level, the [Standing group of experts](#) of the GF-TADs (Global Framework for the progressive control of Transboundary Animal Diseases) (link to the global GF-TADs page) is entrusted with the coordination of activities by FAO and WOAHI in partnership with other regional organisations, such as the EU. WOAHI supports this framework as a Secretariat, and hosts related material on its website.

To help countries benefit from each other's experience, showcase best practices, and encourage ongoing innovation through exchanges of ideas, WOAHI in Europe first created an e-depository in 2019. This tool is meant for countries, and all ASF-related awareness material is welcome to be included in it.



[FAO Manual on the preparation of ASF](#) contingency plans, containing the elements of a national contingency plan, from 2001.

FAO African swine fever: detection and diagnosis, a manual for veterinarians (FAO) is available in [Albanian](#), [Chinese](#), [English](#), [Lithuanian](#), [Macedonian](#), [Russian](#), [Serbian](#).

From the WOAHI ASF reference laboratory, by Dr Vizcaino, a review of the disease, laboratory diagnosis, and diagnosis protocols [African Swine Fever \(sanidadanimal.info\)](#)



Over the last fifty years, as the impact of the disease has grown, interest in international coordination has given rise to work on agreed standards on African Swine Fever in the WOAHI Code on Terrestrial Animal Health. Of specific interest is chapter 15 of the Terrestrial Code (evolving since 1968)

- Defining susceptible species, providing precise definition, safe commodities,
- Indicating elements and for compatibility
- Recommendations for different zones (15)
- Measures
- Measures



What we are planning in Europe – new eDepository

and Lithuania. A 2013 report by the Food and Agriculture Organization (FAO) highlighted the role of infected pig products in spreading the disease, along with the movement of infected wild boar.

From 2007 to August 2018 several regions in Russia implemented local quarantines to control the spread. The disease also reached neighboring countries: Ukraine in August 2012, Belarus in June 2013, and the Baltic nations (Lithuania, Latvia, Estonia, and Poland) between January 2014 and July 2015. Estonia, in particular, faced significant challenges in 2015 with the culling of thousands of pigs and the disposal of carcasses. Latvia declared an ASF emergency in January 2017 following outbreaks in three regions, leading to massive culls. In the Czech Republic, the first ASF case in June 2017 was contained using odor fences.

measure, spread continued through the western Balkans, with cases declared in North Macedonia, Bosnia and Herzegovina, Croatia and Montenegro from 2022 to 2024.

Historically, attempts to create a vaccine against the disease started in the 1950's, although unsuccessful for a long time. Since 2022, modified attenuated vaccines are more closely studied, but in practice, the control of ASF outbreaks relies on traditional biosecurity, culling, surveillance and zoning methods. WOA has shared a message vaccination that is available at the link: [WOAH's warning to Veterinary Authorities and pig industry about the use of sub-standard vaccines.](#)

This rich history of African Swine Fever in the European region has allowed European experts to accumulate field experience in the particular European context where wild boar, back yard farms and commercial farming of domestic pigs all play a role in viral circulation.

On the maps and history page, we have included a brief history of the disease in our region, along with no maps.

However, you will find links to sites with maps, including WAHIS and Empress-i



This page contains the situation awareness information on ASF.

Maps

Geographical distribution of outbreaks is easily represented on maps. Due to evolving situations, maps evolve constantly.

[WAHIS](#) presents the data submitted by members, where outbreaks are presented through initial and follow up reports. This page allows users to visualize the situation in the European region using filters and maps.

FAO [Empres-i](#) is a global animal disease information system. It is described by FAO as a web-based application designed to support Veterinary Services by facilitating the organisation and access to regional and global disease information. It also states that EMPRES-i aims to clarify disease events worldwide which are received from: country or regional project reports, field mission reports, partner non-government organisations (NGOs), cooperating institutions, government ministries of Agriculture and Health, FAO in-country representations and other UN parties, public domains, media and web-based health surveillance systems.

FAO animation of all ASF cases and outbreaks 2007 – 2019 ([carto.com](#)), providing a visualization of the spread of ASF through Russia and towards western Europe. An animation of all cumulative cases is available here: [Spread of ASF genotype II in Eurasia since 2007 in domestic pig and wild boar.](#)

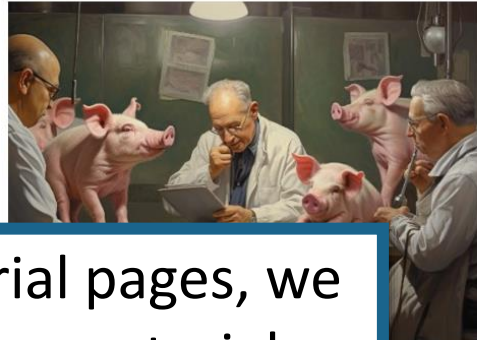
The Animal Disease Information System (ADIS) of the European Commission contains interesting information for the countries in the region, but does not cover the entire region; [Animal Disease Information System \(ADIS\) – European Commission \(europa.eu\)](#). It is a disease management tool that ensures immediate notification of alert messages as well as detailed information about outbreaks of the most relevant animal diseases in the countries that are connected to the application.

About the E-depository Fundamental information Maps and history Awareness materials



What we are planning in Europe – new eDepository

For all actors, specific attention should be paid to individuals ignoring public messaging. Whether it is due to distrust of authorities, carelessness, provocative attitudes, the diffusion of conspiracy theories on social media, ASF unfortunately has its share of misinformation circulating. While there are very few ready-made solutions against disinformation, it is important for veterinary services to keep their focus on proper communication.



Various countries in the region have responded in different ways to the needs for awareness material for the different public

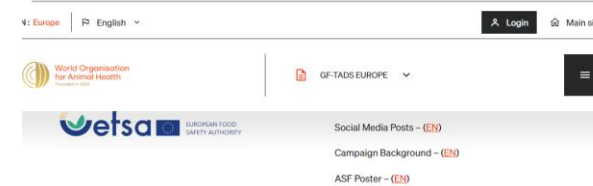
In the awareness material pages, we have included awareness material previously shared

At global level, through the GF-TADs, FAO and WOAH have created a series of poster and information material (including videos) on African Swine Fever. These are designed to be understandable in a variety of cultures and settings, and offer options for the general public, travelers, farmers, hunters. [\[African swine fever | WOAH & FAO | Trello\]](#), insert a picture of a general public poster and the social media card.

- For veterinary services
- For farmers
- For hunters
- For travelers, customs and drivers
- For the general public



Veterinary services and veterinarians are the nexus of activities against African swine fever, coordinating their own actions with the situation in the field, and all other stakeholders (farmers, veterinarians, hunters, forest users, travelers and law enforcement officials).



Trucks and drivers can have a powerful impact on viral dissemination, and it is essential that they are informed about the risks associated with transportation of meat and meat products that can be associated with illegal or contaminated animals. From the current report of the disease, in addition, it can be helpful for customs officials to have at hand material explaining the risks of carrying meat products.



Belgium
ATSCA - ATSCA - African swine fever spreads in Europe [\(EN\)](#) [\(FR\)](#)



Denmark
Landbrug & Fødevarer - African Swine Fever [\(DA\)](#)
LINEASA African Swine Fever [\(ES\)](#) [\(EN\)](#) [\(FR\)](#) [\(IT\)](#) [\(NL\)](#)
DO YOU SPREAD FOOD? READ HERE before taking it into the crew [\(EN\)](#) [\(FR\)](#) [\(IT\)](#) [\(NL\)](#)
Carish infection prevention [\(EN\)](#) [\(FR\)](#) [\(IT\)](#) [\(NL\)](#)



Finland



Sweden
Jordbruksverket - African swine fever [\(SV\)](#)
Together we will win [\(EN\)](#)

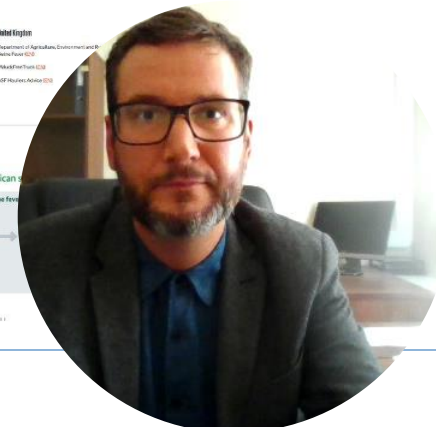
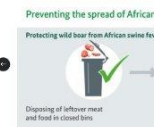


United Kingdom
Department of Agriculture, Environment and Rural Affairs [\(EN\)](#)
AFS/ASF/ASF [\(EN\)](#)
AFS/ASF/ASF [\(EN\)](#)



Germany

- BMEL - African Swine Fever - [\(DE\)](#)
- Prevent ASF [\(DE\)](#)
- Preventing the spread of ASF flyer [\(DE\)](#) [\(EN\)](#) [\(PL\)](#) [\(RO\)](#) [\(RU\)](#) [\(CZ\)](#)
- Preventing the spread of ASF in Germany flyer [\(DE\)](#) [\(DE\)](#)
- Attention! AFS [\(DE/FR\)](#)
- Erklärfilm - Afrikanische Schweinepest [\(DE\)](#)



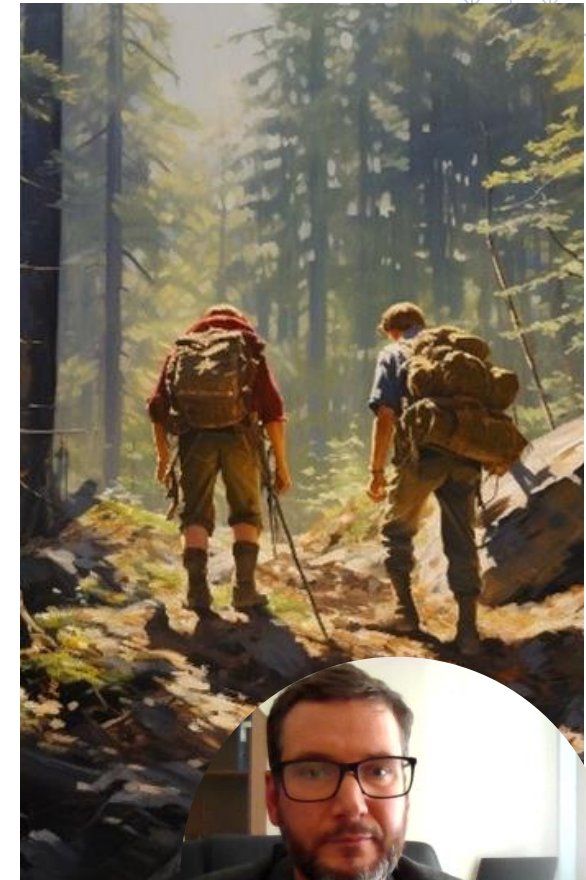
Summary/Lessons learned/Recommendations

Proper awareness is an essential element in eradication

- Several cases of eradication in Europe (Serotype I in Sardinia; Serotype II in Czech Republic, Germany, Belgium) – compliance of the public is essential
- In all cases, compliance of hikers, hunters, farmers and truck drivers is essential – successful eradication efforts have been accompanied by major awareness campaigns.

Awareness is important within our own community as well

- Epidemiological situation evolves quickly
- Scientific and technical knowledge is also evolving, with many countries developing expertise. This can be shared at national level (field missions) or collectively (SGEs)



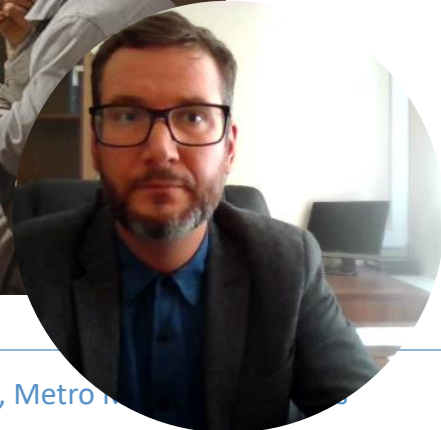
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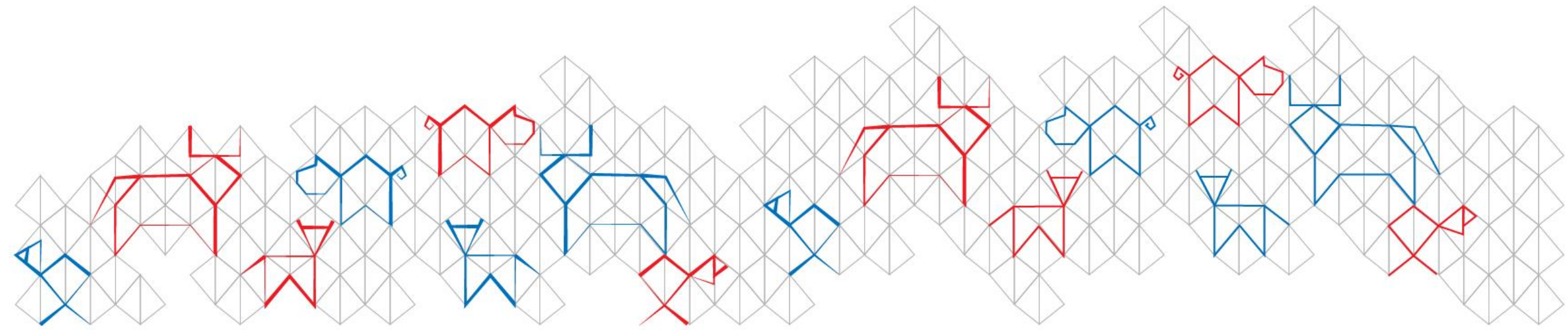
Next steps could consider investing more in **social sciences** to improve impact of awareness

- Increasing technical knowledge to defeat the disease and have succeeded in many cases
- Actions by the public can determine the success of eradication efforts

Fighting disinformation is essential

- Disinformation is spread for different reasons
- Discover it, know it, fight it.





Thank You

