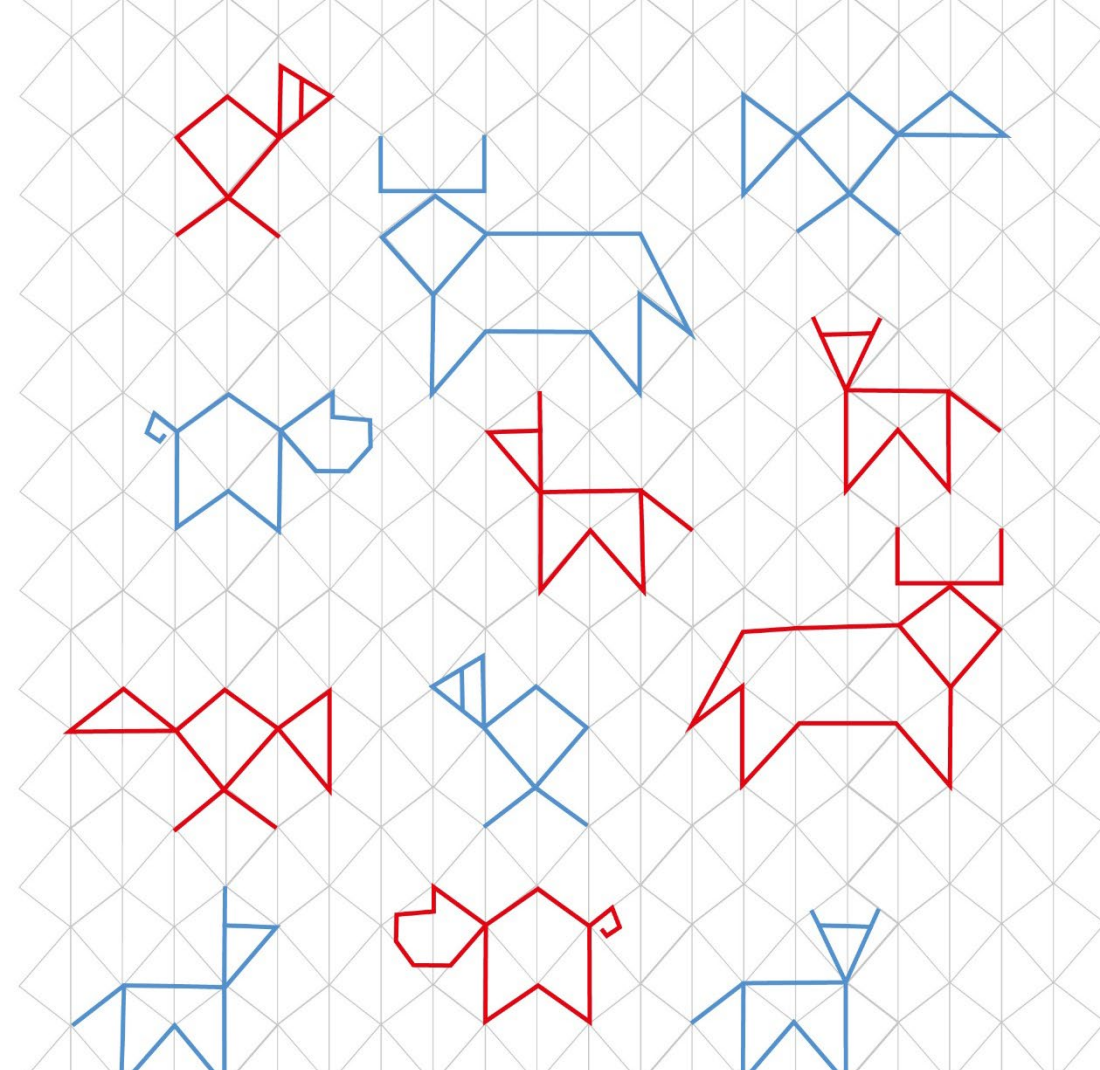


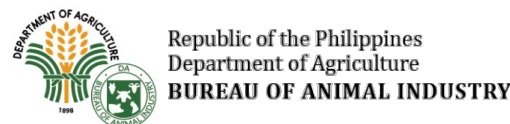


# Ninth Meeting of the Standing Group of Experts on African Swine Fever for Asia and the Pacific



With support from:

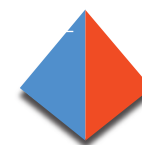
**中华人民共和国农业农村部**  
Ministry of Agriculture and Rural Affairs of the People's Republic of China



# WOAH: Current Risk Communication & Community Engagement Activities

Basilio Valdehuesa, Regional Communication Officer

WOAH Regional Representation for Asia and the Pacific, Tokyo, Japan



**GF-TADs**

GLOBAL FRAMEWORK FOR THE  
PROGRESSIVE CONTROL OF  
TRANSBOUNDARY ANIMAL DISEASES

## “ASF kills pigs” campaign



- Continuing to use and disseminate the **“ASF kills pigs” campaign**, taking feedback from countries and other stakeholders into account

## “ASF kills pigs” campaign



- Identifying **relevant social media channels** used domestically by Member countries VS teams, for announcing animal health related information
- Checking relevance and taking notes on how the campaign may need to be updated to **match current circumstances**

# Development of an Incident Management System (IMS)

## Preparedness and Resilience Department

- **Development** of an Incident Management System (IMS)

- **Why?**

- 🐘 Improve international coordination
- 🐘 Clarify roles and responsibilities
- 🐘 Foster an emergency management culture



World  
Organisation  
for Animal  
Health

Organisation  
mondiale  
de la santé  
animale

Organización  
Mundial  
de Sanidad  
Animal

### WOAH's Incident Management System - Questions and Answers

#### What is an incident management system (IMS)?

An IMS is the set of policies, procedures and resources (including personnel) to respond to incidents. It helps organise communication, control, and decision-making during an incident.

#### Why do we need an IMS?

WOAH needs an IMS to respond to incidents caused by a range of hazards. It will improve international coordination, clarify roles and responsibilities, and foster an emergency management culture. Past events such as the [COVID-19 pandemic](#), ASF, and avian influenza exposed gaps in our preparedness.

# Countering misinformation and disinformation



- We also recently published this manual for **countering disinformation and misinformation** during animal health emergencies

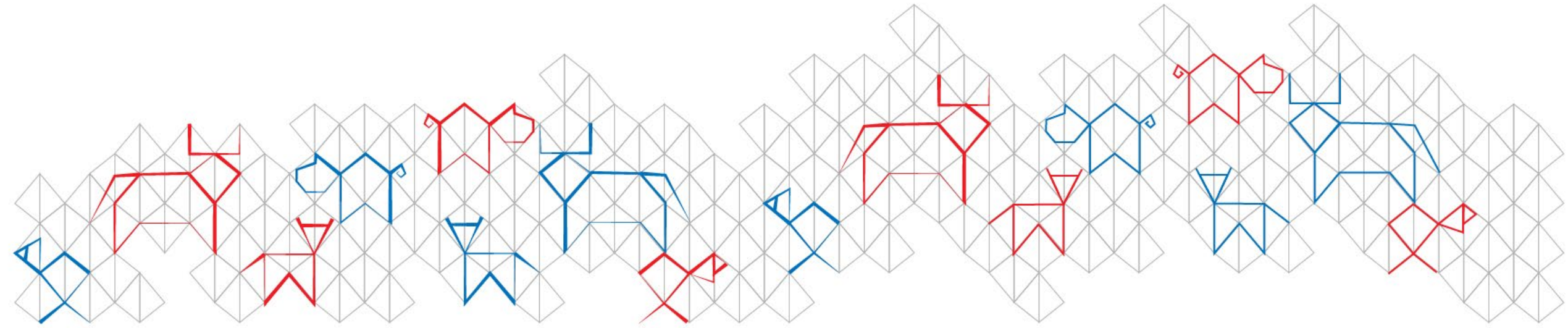
🐾 **Misinformation** – inaccurate information usually spread without harmful intent

🐾 **Disinformation** – inaccurate information created and spread to cause harm to target(s)

## What's happening in another region?

- How do we do risk communication and community engagement on **ASF** elsewhere?





Let's **find out together**