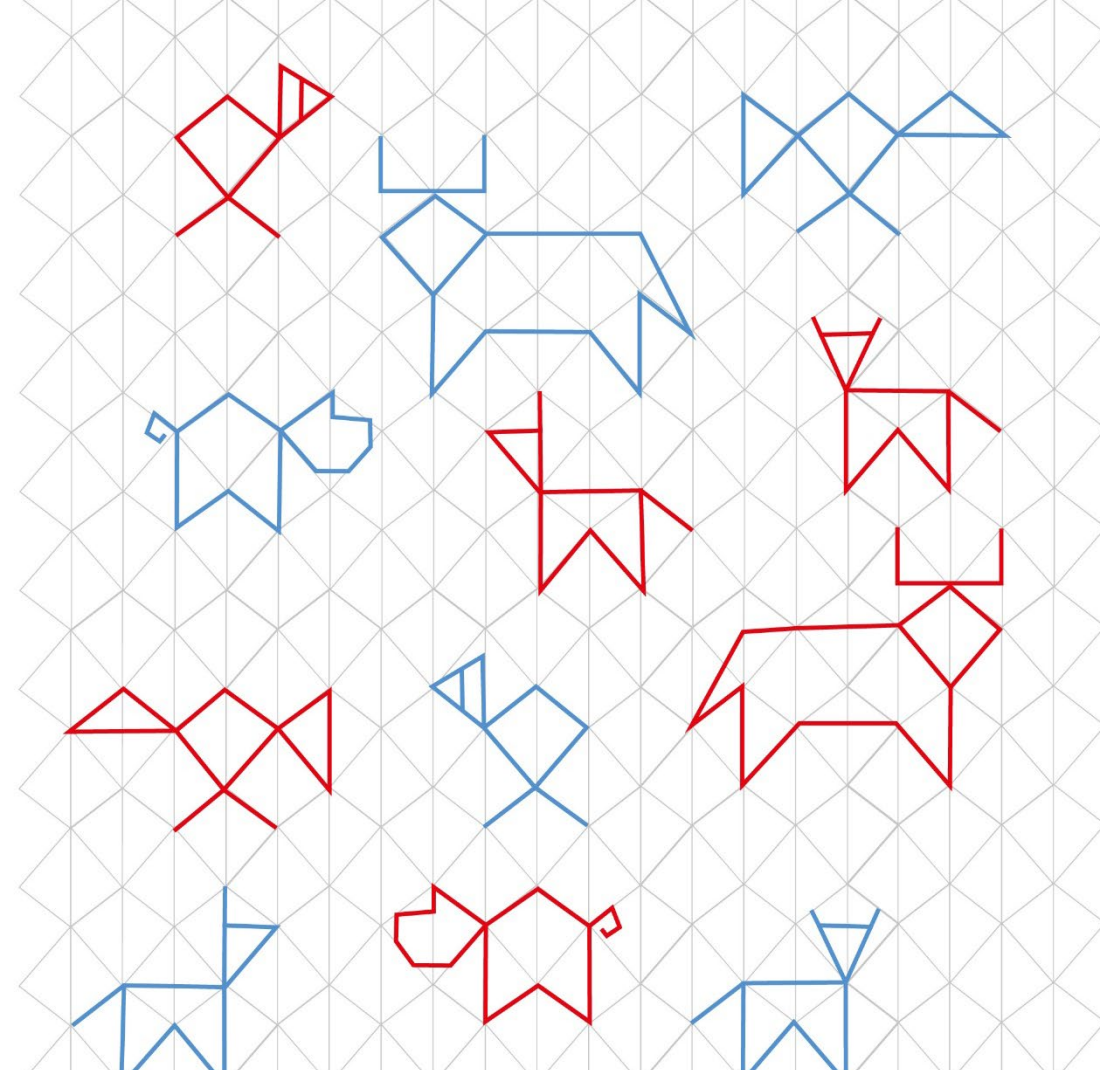


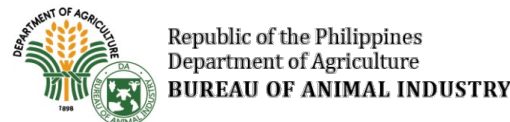


Ninth Meeting of the Standing Group of Experts on African Swine Fever for Asia and the Pacific



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



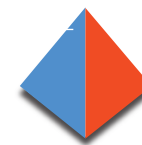
Communicating the risks of African swine fever: Review of our work

Domingo (Jim) Caro III, Regional ASF Advocacy and Communications Specialist

FAO Emergency Centre for Transboundary Animal Diseases, Bangkok, Thailand

Basilio Valdehuesa, Regional Communication Officer

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



GF-TADs

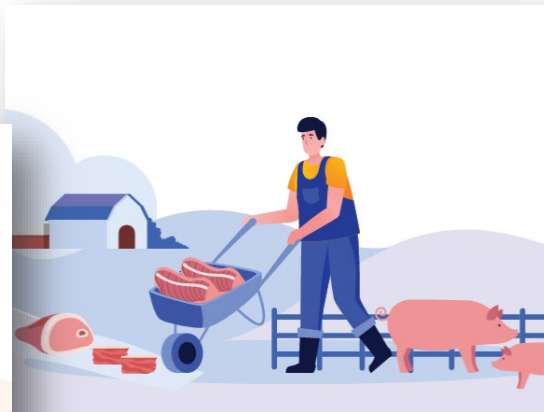
GLOBAL FRAMEWORK FOR THE
PROGRESSIVE CONTROL OF
TRANSBOUNDARY ANIMAL DISEASES

Origins: FAO-WOAH's collaboration on ASF



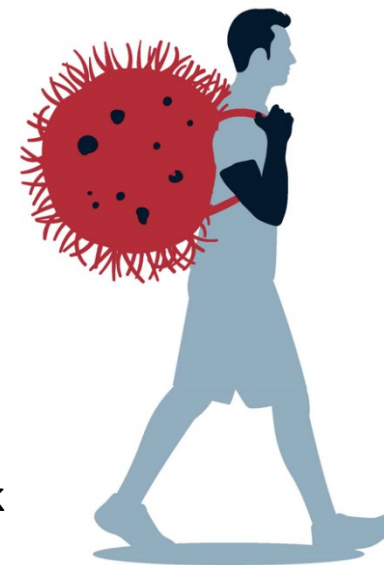
ASF: FAO's Priority – Actions Over the Years

- High-level political commitment
- Risk communication
- Involvement of stakeholders including private sector
- Laboratory diagnosis capacity building for ASF
- Development of guidelines for ASF prevention and control



ASF: WOAHA's Priority – Actions Over the Years

- **Consultations over the years**
- **Development of communication / awareness campaign**
 - Identified key audiences
 - Messaging and visuals
- **Global survey: campaign impact**
 - Feedback from 102 countries / territories (globally)
 - Further adjustment of materials
- **Publications for the Region**
 - Reports: ASF in wild pigs in the Asia Pacific, Overview of ASF diagnostic tests for field application, ASF Compartmentalisation Guidelines
- **ASEAN ASF Prevention & Control Strategy**
 - Support for strategy development: regional & country level, M&E framework



×
**Don't be
the carrier
of a deadly
disease
in pigs**

ASF: Risk communication strategy

- **WHAT** is our issue?
- **WHY** do we want to focus on it and **WHY** now?
- **WHO** needs to change their behaviour?
- **HOW** to use and disseminate the campaign?
- **Going beyond:** regional communication challenges

What is our issue?

AFRICAN SWINE FEVER: A disease calling for us to focus on prevention

- Current vaccine candidates are still in development, or undergoing trials and awaiting formal approvals
- A highly resistant virus in the environment and in pork products
- Many different actors can be involved in the dissemination of the disease



Why do we want to focus on it?

ASF impact

- High mortality rates in wild and domestic pigs
- Devastating for farmer economy
- Losses in big and small farms
- A continuing threat for livelihoods and food security
- Impacts on food prices
- Trade restrictions



REGIONAL FOCUS: ASIA

- **Biggest pork production globally**
- **No. of outbreaks: 14,813*** (2019-2023)
- **19 countries** in the region affected (as of May 2024)

Who needs to change their behavior?

- Everyone in direct or indirect contact with domestic or wild pigs, or with pork products

General communication objective

Targets are aware of and take the necessary precautions to prevent the further spread of ASF

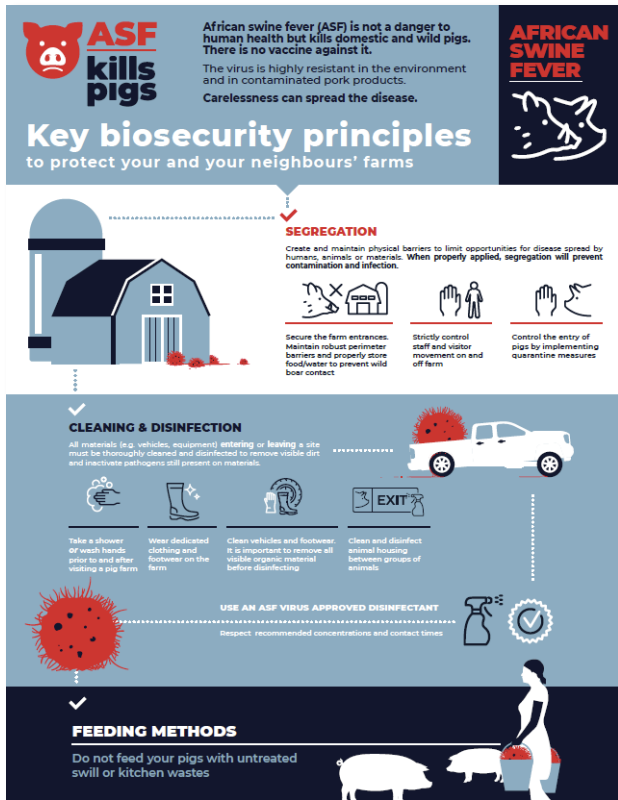


**Don't be the carrier
of a deadly pig disease** 

What have we done?

FAO-WOAH Collaboration

- Collaboration on the development of information materials



ASF social media toolkits

Social Media Toolkit African swine fever (ASF)

Visuals and messages targeted to travellers to share on social media

#ASFStopTheSpread



Posters: e.g. "Key biosecurity principles"



Videos: "Travel responsibly to avoid carrying ASF virus"

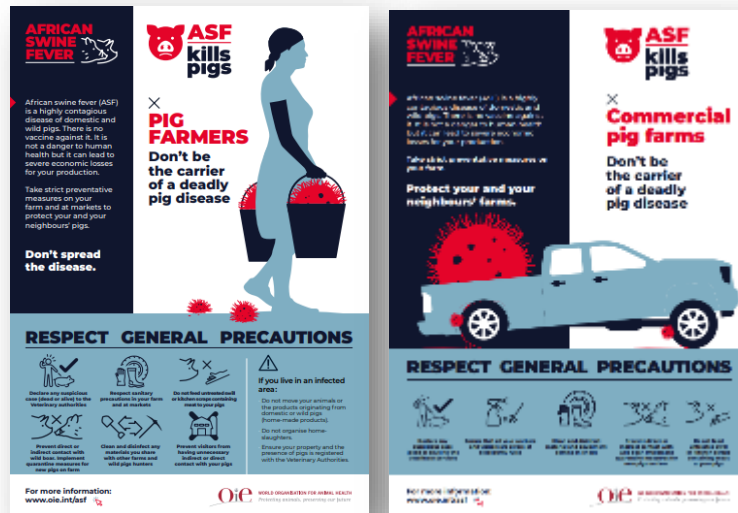
Postcards: e.g. "Biosecurity prevents ASF"

Who: Small pig farmers and commercial pig farms

Objective

- Respect biosecurity measures on farm and feed pigs responsibly

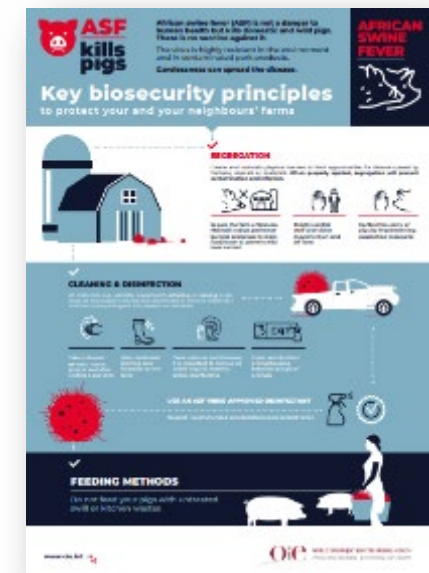
Tools



Posters



GIF animations



Biosecurity infographic

Who: Travellers & Transport Authorities

Objective

- **Travellers:** Do not carry pigs or pork products
- **Transport Authorities:** Are informed of ASF infected countries and check all pork products

Tools



Poster



Leaflet



GIF animation



Poster

Who: Hunters

Objective

- Correctly prevent contact between wild boar and domestic pigs or their products

Tools

AFRICAN SWINE FEVER

African swine fever (ASF) is a highly contagious disease of domestic and wild pigs. It is not a danger to human health but it is devastating for farming economy. There is no vaccine against it.

As hunters, you have both the opportunity to detect cases early and the responsibility to act appropriately.

Don't spread the disease.

ASF kills pigs

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

RESPECT GENERAL PRECAUTIONS

- Clean and disinfect your equipment on site
- Clean and disinfect your hunting trophies before leaving the area
- Do not visit farms unless it is necessary
- Report any dead or sick wild boar to the Veterinary authorities. Respect any ban on hunting imposed by authorities. If you are in regular contact with domestic pigs, do not hunt wild pigs.
- Eviscerate shot wild boar in the designated dressing area of the hunting ground
- Do not leave food for wild boar
- Do not share home-made products from your hunt or feed them to animals

For more information: www.woah.org/asf

World Organisation for Animal Health
Founded in 1924



GIF animation

Poster

Who: Further development

Feedback: More audiences identified for outreach

- Policy-makers
- Veterinarians
- General Public



How: Use and Dissemination

Follow
the steps

1. **Identify** your main targets in each sector
Risk analysis

2.

Adapt the campaign to your local context
Logo, language, messages

3. **Build** your network of influencers to amplify your message
Producer or hunter associations, airlines, community leaders, partners

4.

Identify the adequate channels and places/opportunities of distribution
Institutional events, social media, emailing

Main methods of dissemination

- **FAO country offices and member country networks**
- **WOAH Delegates and National Focal Points**
 - Emails and regular meetings
- **Press**
- **Partners**
- **WOAH Newsletter + social media**
- **Websites** (global and regional)

Going beyond: Regional communication challenges

Rumors and fake news that generate confusion

Resistance to change habits

High variation in the region as to how people receive their information

Multiple sources of information

ASF competes with other topics in human & animal health (e.g., rabies outbreaks)



Difficulty in reaching remote areas (geographic challenges)

How can we ensure our targets listen?

How to face regional communication challenges

Understand your targets to frame your messages

- Scientific information IS NOT a communication message
- Put yourself in your audience's shoes!
- Understand their barriers to adapt your messages

Build your communication messages based on the:

7Cs of communication

These rules apply for authorities as well as for farmers

- 1 - **C**ommand attention
- 2 - **C**larify the message
- 3 - **C**ommunicate a benefit
- 4 - **C**onsistency counts
- 5 - **C**ater to the heart and head
- 6 - **C**reate trust
- 7 - **C**all to action

How to face regional communication challenges

Act as a source of reference

- Communicate frequently to drive the narrative with factual and official information, avoiding space for rumors
- Create trust by showing that you care about your farmers and that you are working to control the disease
- Community relations and building trust takes time. Respect the process and plan well ahead of crises so when the time comes, steps can be activated



How to face regional communication challenges

Ensure consistency of messages

- Work with your network to ensure that your messages are aligned
- Mobilise influencers to use your messages
Radio, media (newspapers, social media), stars, ONGs



- Follow the recommendations of countries, adjust to social challenges

How to face regional communication challenges

Create a snowball effect by applying social norms

- Social norms: when you see someone doing something, you are more likely to follow and do the same
Impulse behaviour change
- Show the example: highlight the stories of actors who changed their behavior
Motivate people to take action



Further steps: Regional adaptations

- From the ASF communication campaign's release in 2019, its tools were adapted into 16 more languages
- More than 60 countries used the campaign
- Expressions from countries that they would like to learn techniques used in developing the ASF campaign, to address additional animal health challenges



New Zealand has never been infected with ASF. An outbreak would be devastating to the country's pig industry.



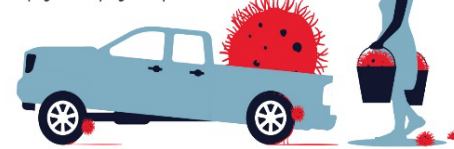
PAANO TAYO MAKATUTULONG?

MALIIT O MALAKING BABUYAN

Mahigpit na ipatupad ang biosecurity at panatilihin ang kalinisan

Iwasang magpakain ng *swill* o hugas baboy

I-report sa beterinaryo ang anumang kahinahinalang sakit o pagkamatay ng baboy



MANLALAKBAY

Huwag pumunta sa mga babuyan lalo na sa mga bansang may ASF

Huwag magdala ng anumang uri ng karne o produktong may karne bilang pasalubong mula sa mga bansang may ASF



TAGAPAGPATUPAD NG SEGURIDAD



Suring mabuti ang mga dalang produktong karne ng mga pasahero na galing sa mga bansang may ASF

Alamin ang mga bansang may ASF

- | | |
|-------------------|------------------|
| 1. Belgium | 9. Russia |
| 2. Bulgaria | 10. South Africa |
| 3. Czech Republic | 11. Ukraine |
| 4. Hungary | 12. Zambia |
| 5. Latvia | 13. China |
| 6. Moldova | 14. Mongolia |
| 7. Poland | 15. Vietnam |
| 8. Romania | |

Para sa karagdagang impormasyon, makipag-ugnayan sa:

BUREAU OF ANIMAL INDUSTRY

Visayas Avenue, Diliman, Quezon City
 Tel. Nos. : (02) 926-6883
 Email : bai_dir@yahoo.com
 romesomingo@gmail.com
 Facebook : Department of Agriculture-Bureau of Animal Industry

Messages and visuals adapted from the campaign 'ASF kills pigs' from the World Organisation for Animal Health (OIE)



What is African Swine Fever?

African Swine Fever (ASF) is a highly contagious disease of domestic and wild pigs.

ASF kills pigs

ASF is a deadly viral disease of pigs. It has caused huge economic losses in infected areas. There is no treatment or vaccine.

ASF is very contagious

Infected pigs shed virus into all their tissues, secretions and faeces. While ASF does not affect humans, the virus can be carried from infected areas in meat, live pigs, an clothing and equipment.

ASF has now reached the Pacific

ASF has been present in wild and domestic pigs in Africa, Europe and Asia. In the Pacific, it is present only in Papua New Guinea.



Don't feed meat scraps to pigs.

Wash and disinfect clothing and footwear before and after visiting pig farms.

Report any illness or deaths in your animal health.



is spreading rapidly!

www.aifabout/mediacentre/mediareleases/

25 to 27 Jun



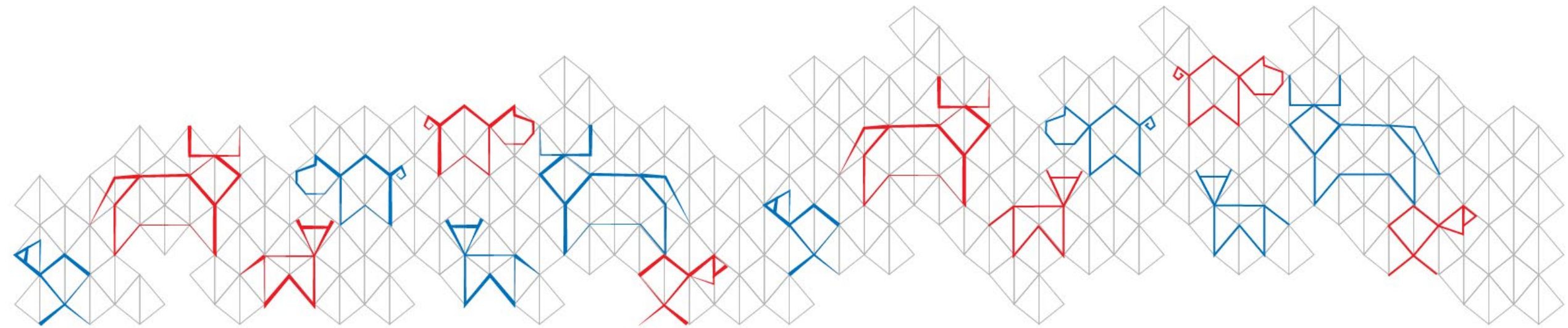
Pacific Community
Communauté
du Pacifique



LRD
Lead Researcher Division



Pacific Agriculture
Plus



Thank You