



World
Organisation
for Animal
Health
Founded as OIE

Organisation
mondiale
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Republic of the Philippines
Department of Agriculture
BUREAU OF ANIMAL INDUSTRY
5 Visayas Avenue, Barangay Vasra, Quezon City 1128



Strategies for Effective Risk Communication during Peacetime, Emergency, and Post-emergency phase

OSCAR JHAN D. CABANAYAN, DVM

Veterinarian IV

Animal Health and Welfare Division

Bureau of Animal Industry - Department of Agriculture

**Sub-Regional Workshop on Emergency Management
14 - 16 August 2024 Bangkok, Thailand**

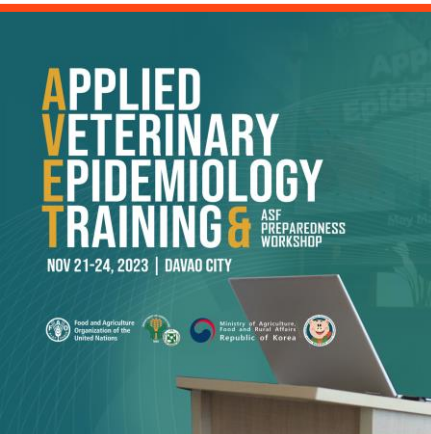


PHASE I: PEACE TIME



Risk Communication and Community Engagement

- Applied Veterinary Epidemiology Training (AVET)
- African Swine Fever Preparedness and Tabletop Exercises (APPTX)
- African Swine Fever Threat to Domestic and Wild Pigs Campaign (Workshop)
- Community ASF Biosecurity Intervention (CABI)





Simulation Exercises

ASF Tabletop Simulation Exercise

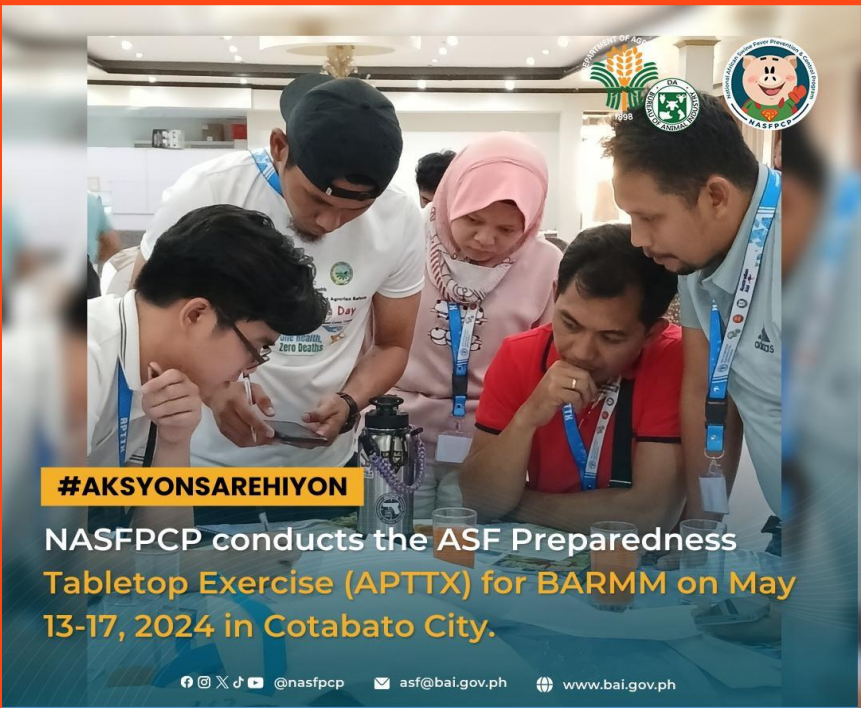


#AKSYONSAREHIYON
NASFPCP conducts the ASF Preparedness Tabletop Exercise (APTTX) for BARMM on May 13-17, 2024 in Cotabato City.

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Australian Aid  **May magagawa ako laban sa ASF!**
Be AWARE. Be SECURE. Be ASF FREE!



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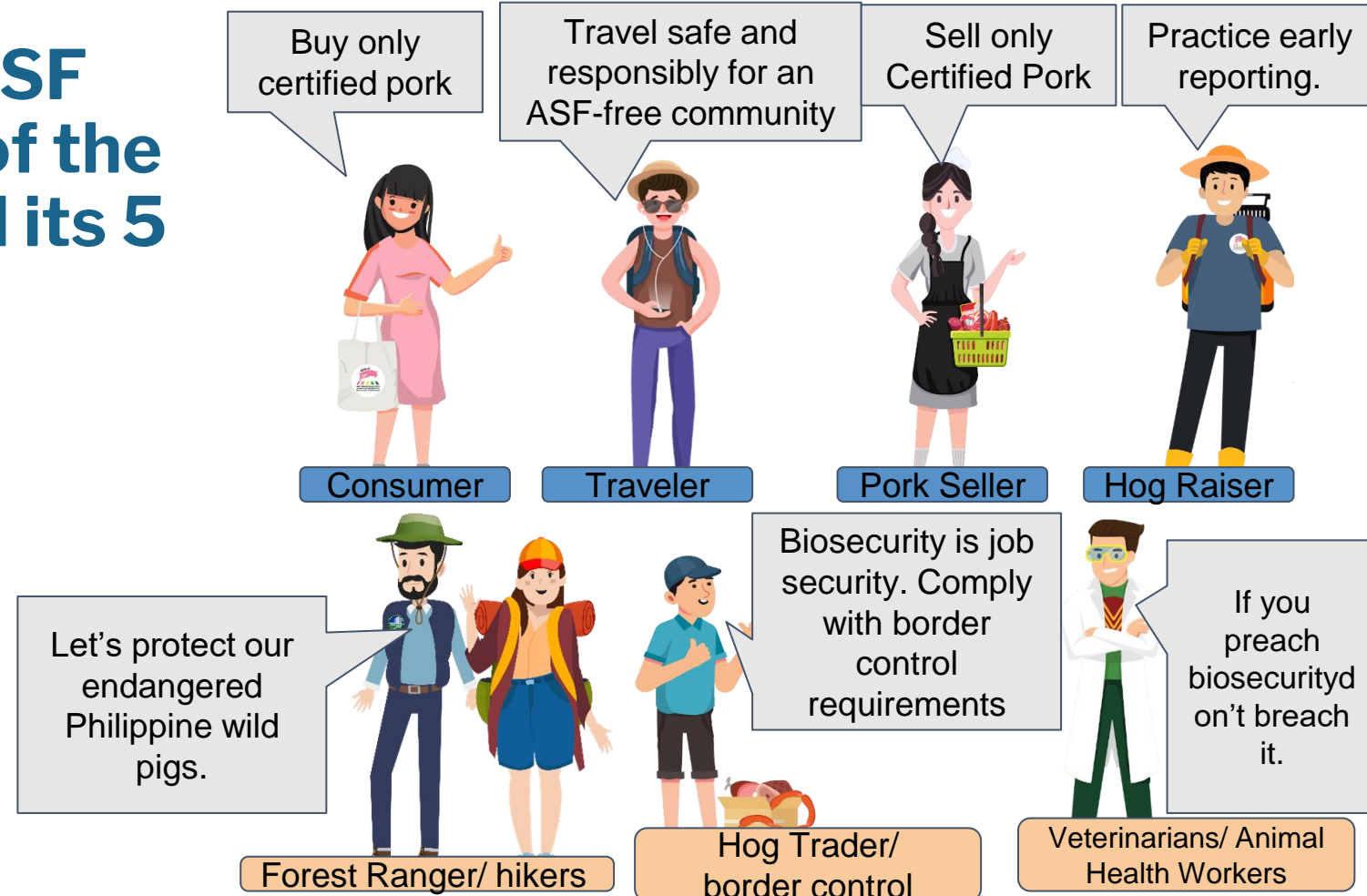


Communication Plans

ASF Comms plan Implementation of the ASF Communication Strategy of the Philippines 2021-2022 and its 5 components

- **T**echnical understanding of ASF
- **R**isk and Crisis Communication
- **A**wareness and Advocacy
- **C**reating Network of Regional ASF Communications
- **E**ngagement of Partners

Stakeholders & Key Messages





Social Media Channels

NASFPCP Facebook Page




National African Swine Fever Prevention & Control Program
DEPARTMENT OF AGRICULTURE
BUREAU OF ANIMAL INDUSTRY

National ASF Prevention and Control Program
13K followers • 47 following

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NASFPCP Youtube Channel



National ASF Prevention and Control Program
@nasfpcp • 74 subscribers • 28 videos
The official channel of the National ASF Prevention and Control Program under the Bureau of Animal Industry, Department of Agriculture. [bai.gov.ph](#) and 3 more links

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- Biosecurity sa Wild Pigs: Responsibilidad ng Hikers at Trekkers laban sa ASF**
37 views • 2 months ago
- Applied Veterinary Epidemiology Training Batch 3**
50 views • 8 months ago
- Kapihan Sessions on Episode 4 "Handa ka na ba mag-move on?" Part 1**
33 views • 9 months ago
- ASF Threat to Domestic and Wild Pigs Campaign**
20 views • 9 months ago



PHASE II: EMERGENCY



Republic of the Philippines
Department of Agriculture
BUREAU OF ANIMAL INDUSTRY





“ I encourage everyone to be vigilant against the possibility of the incursion of ASF into your region “

Dr. Samuel Joseph Castro
VETERINARIAN IV

BANTAY ASF SA BARANGAY

MAY MAGAGAWA AKO!



LGU ENGAGEMENT



BIOSECURITY



SURVEILLANCE



AWARENESS



REPOPULATION

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[09206543119](tel:09206543119)



BABay ASF
MAY MAGAGAWA AKO!
AN AKO SA BARANGAY
Bantay ASF sa Barangay



BAI IN ACTION [Watch E-Services Video Tutorial](#)

<<



Handaan ay di
kompleto kung ASFay



ASF Vaccine Video



OIE ASF video



African Swine Fever





Rabies

>>



Crisis/ Risk Comms

News publications during disease outbreaks

  **DEPARTMENT OF AGRICULTURE**
 Elliptical Road, Diliman, Quezon City
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Masaganang Agrikultura, Maunlad na Ekonomiya!

Home » News » DA's Bureau of Animal Industry confirms ASF cases in Mindoro

DA's Bureau of Animal Industry confirms ASF cases in Mindoro

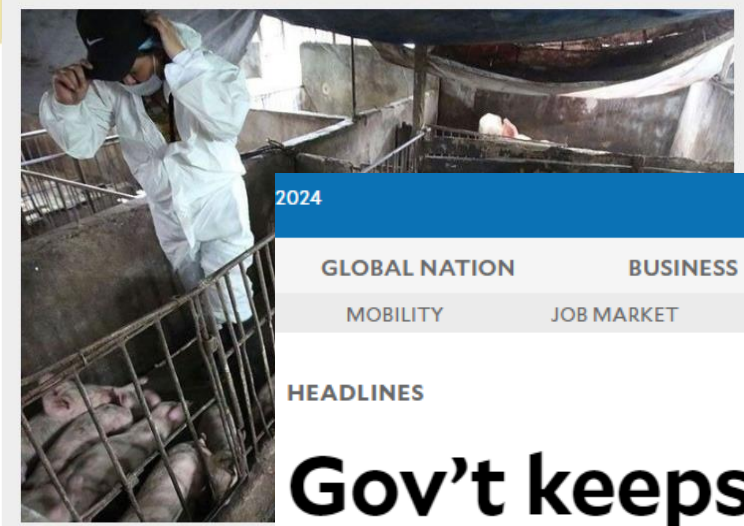


Author: DA-AFID | 23 January 2024

NATION

Pork supply stable despite Batangas ASF outbreak – Department of Agriculture

Bella Cariaso - The Philippine Star
 August 6, 2024 | 12:00am



At a press briefing yesterday, DA Ass being done by concerned local gover disease to other LGUs.



2024 INQUIRER.NET

GLOBAL NATION BUSINESS LIFESTYLE ENTERTAINMENT TECHNOLOGY SPORTS
 MOBILITY JOB MARKET STOCK EXCHANGE PROPERTY GUIDE COLUMNS CLASSIFIEDS

HEADLINES

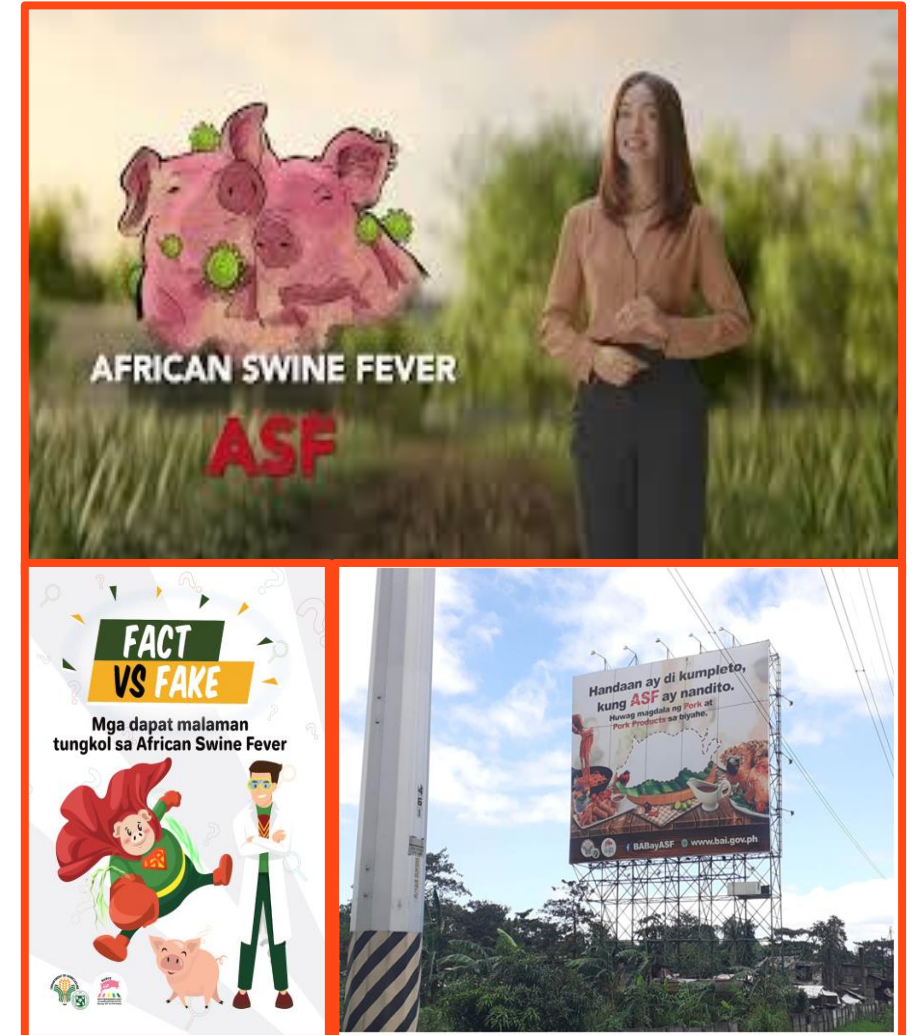
Gov't keeps tab as ASF afflicts hogs in Occidental Mindoro



IEC and Awareness Campaigns

Promotional Items/ Social Media/ Advertisement Campaigns

- Social Media Cards: #FORDAFACTSLANG Online Series, Seasonal Social Media Cards
- Outdoor Advertisements: Waiting sheds, Billboards, LED Billboards
- ASF TV and Radio Advertisements
- Fake vs Facts, FAQs on ASF
- Kapihan Sessions with ASF (Youtube series)





ASF Risk Communication and Community Engagement

Super Pig Campaign

- Super Pig Tours at LGUs and Transport Terminals (Caloocan, Pateros, PITX, Ilocos Motorcade)
- Super Pig Comics, jingle and lyrics video and lyrics video
- Super Pig Promotional Items





PHASE III: POST- EMERGENCY



Recovery Efforts

Major Programs and Projects

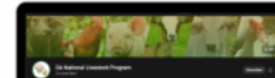
1. Integrated National Swine Production Initiatives for Recovery and Expansion (INSPIRE) Program

The Department launched **INSPIRE Program** and **Bantay ASF sa Barangay or BABAy ASF Program**, a twin program that aims to institutionalize biosecurity and disease control measures in tandem with calibrated repopulation and enhancement of the local swine industry to recover the sector's capacity to locally produce sufficient supply of hogs and pork by the year 2023. These twin programs were supported by the Administrative Orders No. 06 and 07 series of 2021, respectively.

The INSPIRE Program is the recovery and repopulation program of the Department for responding to the needs of the industry, given the ASF problem. It also focuses on the role of Local Government Units (LGUs) and various stakeholders of the industry such that the institutional arrangement of its components involves DA through the Regional Field Offices and other implementing agencies. The program includes the National Livestock Program (NLP); LGUs and stakeholders particularly the Farmer Cooperatives and As

On May 10, 2021, President Rodrigo Roa Duterte, declared (Proclamation No. 1143) a "State of

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Republic of the Philippines

PHILIPPINE NEWS AGENCY



HOME NATIONAL PROVINCIAL OPINION BUSINESS FEATURES HEALTH FOREIGN SPORTS TRAVEL ENVIRONMENT SCITECH

DA turns over P10-M project to ASF-affected Surigao Sur coop

By Alexander Lopez

July 19, 2024, 3:13 pm

Share

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BUTUAN CITY – The government's recovery drive from the African swine fever (ASF) devastation continues in the Caraga Region.

The Department of Agriculture regional office (DA-13) released PHP10 million worth of projects to Tandag Livestock and Poultry Agriculture Cooperative (Talipaco) in a turnover ceremony in Sitio Mantaya, Barangay Pandanon, Tandag City, Surigao del Sur on Thursday.

The intervention under the Integrated National Swine Production Initiatives for Recovery and Expansion (INSPIRE) included a modernized, bio-secured and climate-controlled finisher operation facility capable of accommodating around 300 heads of weanlings intended for fattening, feed, and stocks.





Knowledge, Attitudes, and Practices (KAP) Survey



#ASFUPDATES

Knowledge, Attitudes and Practices (KAP) survey in Nueva Ecija to assess and improve the National ASF Communications Strategy.

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#ASFUPDATES

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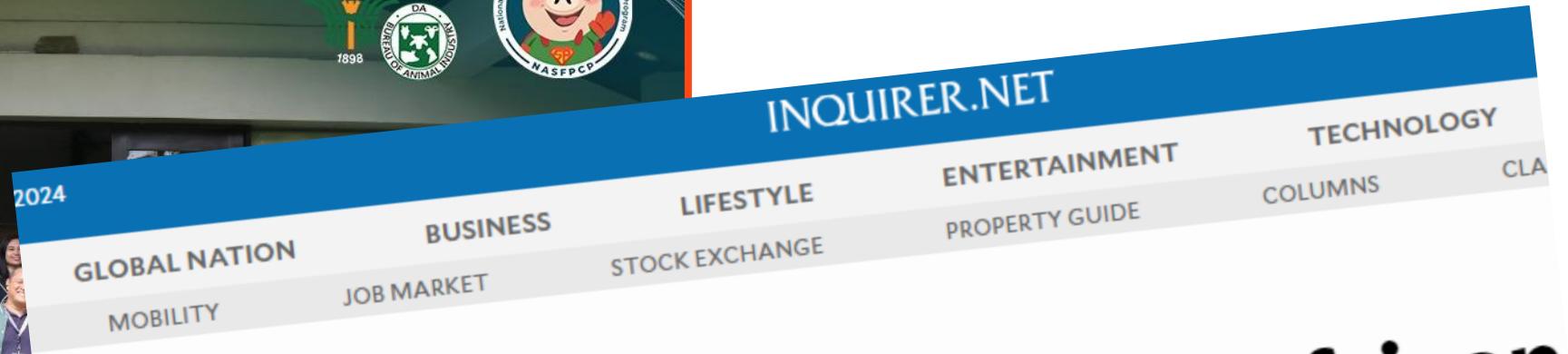
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#ASFUPDATES

Knowledge, Attitudes and Practices (KAP) survey in Nueva Ecija to assess and improve the National ASF Communications Strategy.

Website: r1q.vog.isd.www | Email: r1q.vog.isd@tse | Instagram: qpcqt66@ | Facebook, Twitter, YouTube, Instagram icons



Agri department reviews African swine fever plan

#ASFUPDATES

ASF National Communications Workshop 2024: Updating the Strategic Communication of ASF Prevention and Control in the Philippines **was recently conducted in Malvar, Batangas.**

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#MayMagagawaAko





Summary

- The collaboration with Local Government Units (LGU) is important to the successful implementation of the control programs;
- Distribution and implementation of the communication plan should include the Provincial, City and Municipal government;
- Addressing the existing misinformation to encourage participation in surveillance and testing protocols;
- High interest of farmers in biosecurity especially at the community level;
- Message must be clear to avoid panic and confusion.



Thank you!!!



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