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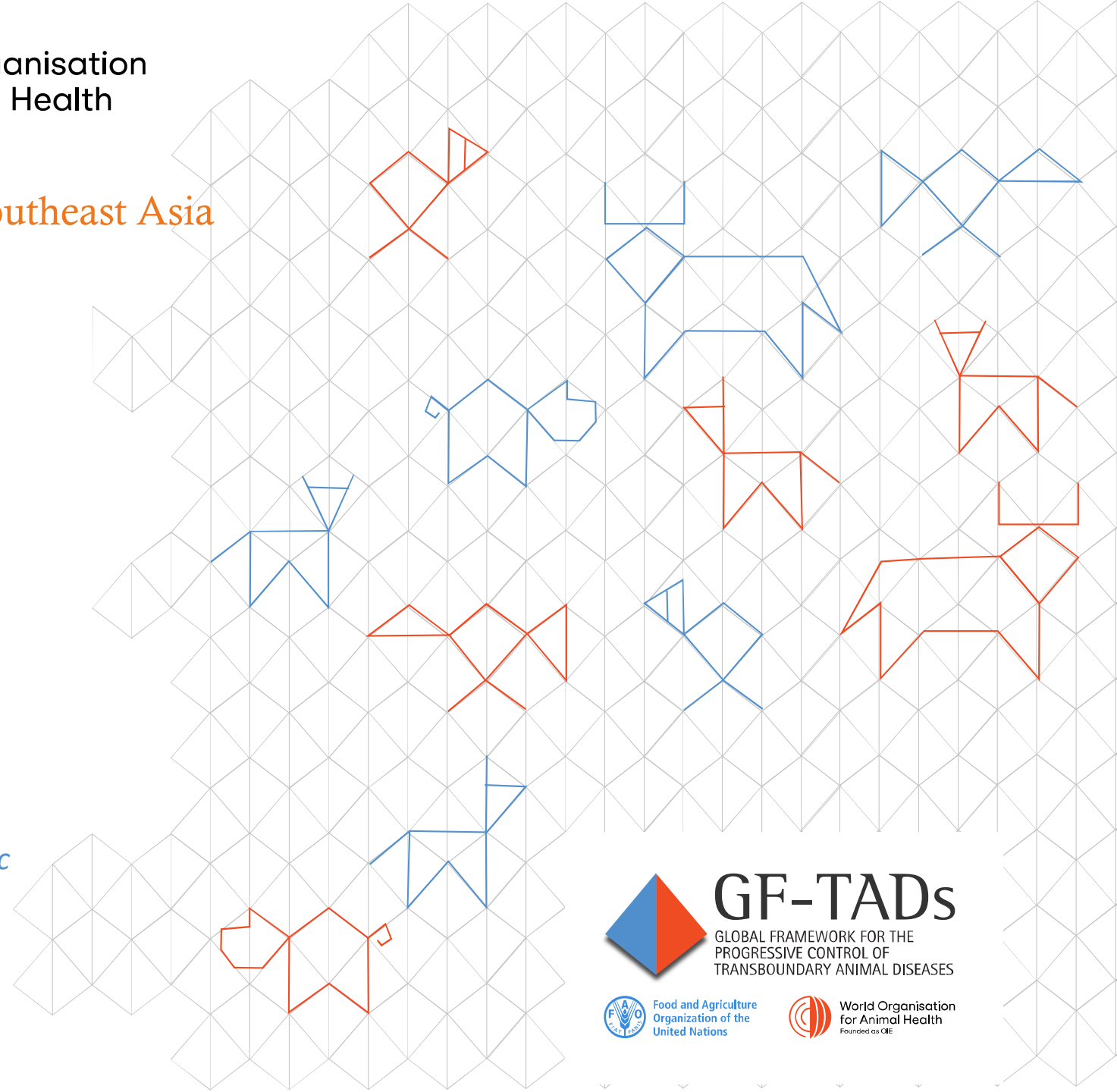
Fourth ASF Coordination Meeting for Southeast Asia

Regional GF-TADs Updates on ASF, and SGE-ASF in Asia and the Pacific

Dr Hirofumi Kugita

WOAH Regional Representative for Asia and the Pacific

26-28 November 2024
Hanoi, Vietnam



GF-TADs

GLOBAL FRAMEWORK FOR THE
PROGRESSIVE CONTROL OF
TRANSBOUNDARY ANIMAL DISEASES



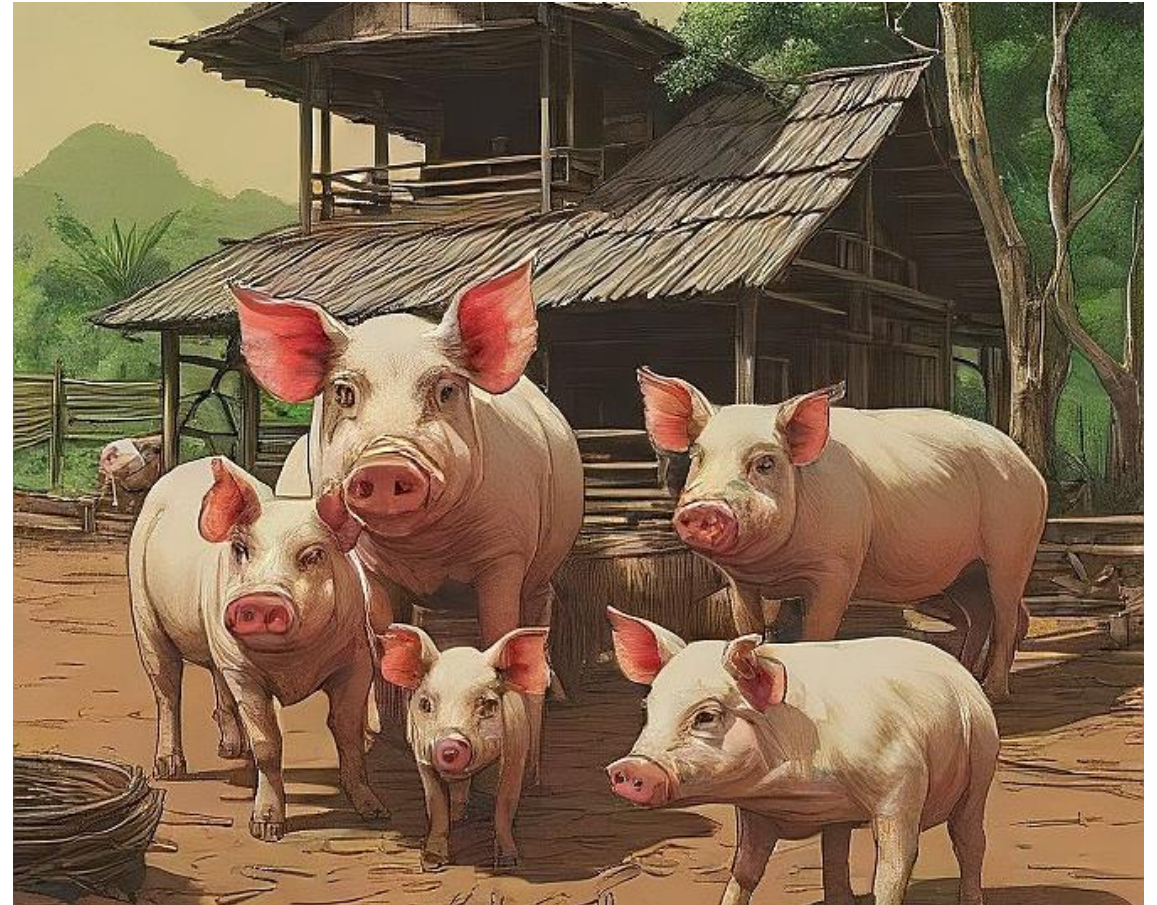
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Outline

- Background and Introduction
- Global and Regional GF-TADs Strategy
- Priority TADs
- Regional ASF Situation and Activities
- The Standing Group of Experts (SGE-ASF)
- Graphic Recordings made by Pushpin for the 9th SGE-ASF Meeting



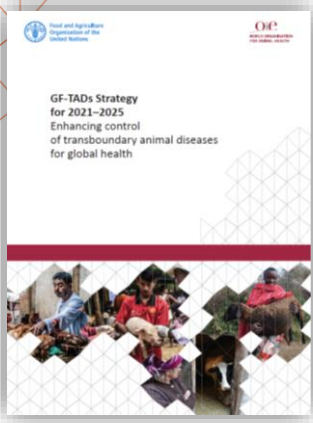
The Global Framework for the Progressive Control of Transboundary Animal Diseases (GF-TADs)

- ❖ Joint **FAO/WOAH initiative** for the fight against TADs, launched in 2004
- ❖ **Coordinating mechanism**, not an implementing one
- ❖ Global and regional framework in
 - **promoting synergies** among international agencies,
 - **avoiding contradictions and duplication** in policy and programmes

The VISION of GF-TADs is

- ❖ to reduce the threat from TADs through **multi-stakeholder cooperation**

Global GF-TADs Strategy for 2021-2025



- Launched in 2021
- Ultimate goals -
 - improve food security and nutrition
 - reduce poverty
 - enhance safe trade in livestock and animal products

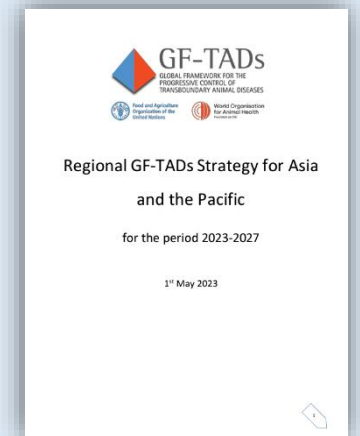
✓ by reducing repeated incursions and the further spread of infectious disease epidemics

Objectives

1. Establish strategies for priority TADs at the sub-regional, regional and global levels.
2. Develop and maintain capacities to prevent and control TADs.
3. Improve the sustainability of strategies to control priority TADs through multi-disciplinary partnerships.

Regional GF-TADs Strategy for 2021-2025

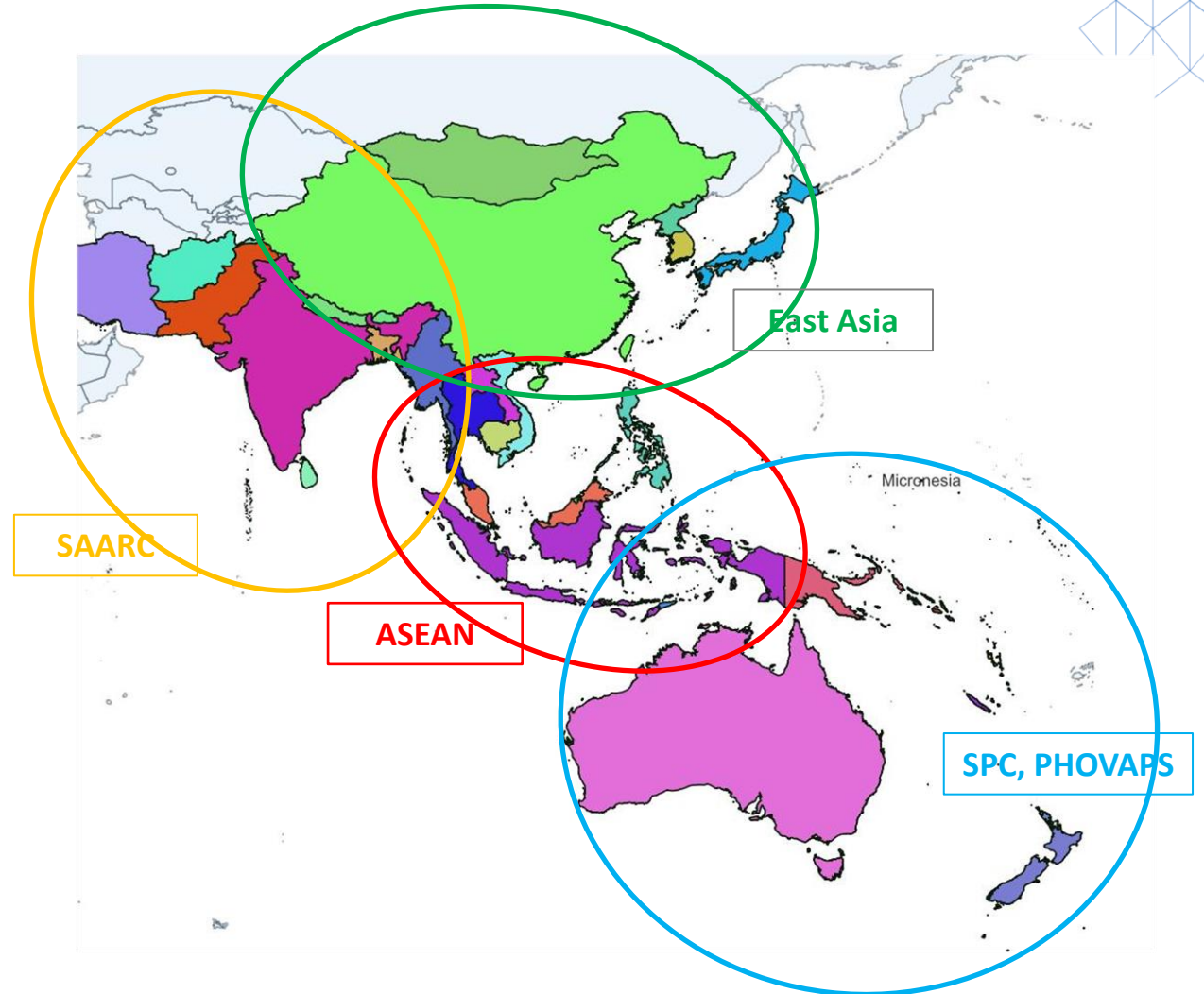
- In line with Global GF-TADs Strategy 2021 - 2025
- Guiding document for regional and sub-regional activities (EA, SA, SEA, Pacific)
- Annexed with ToR and operational 2-year work plan



Regional/ Sub-Regional Approach

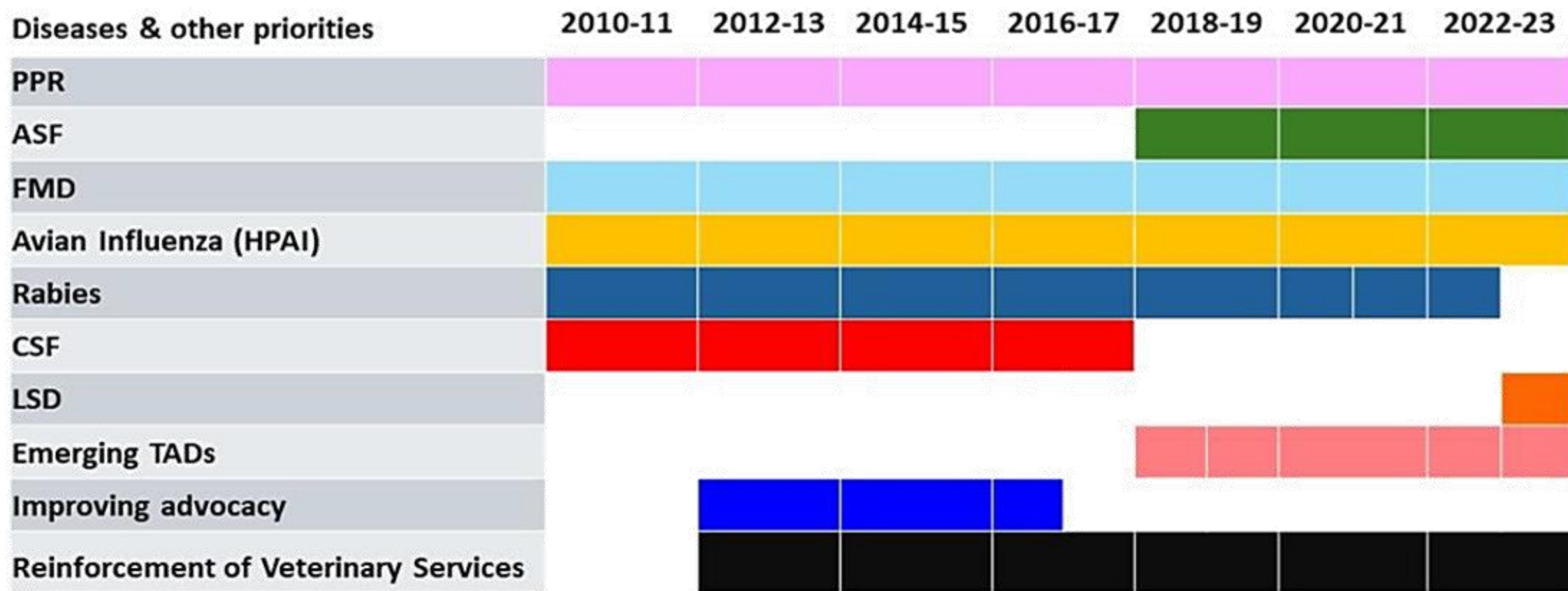
GF-TADs Sub-Regional Structures

- ❖ **East Asia:** with East Asia CVO Forum
- ❖ **South Asia:** with SAARC CVO Forum
- ❖ **South-East Asia:** with ASEAN ASWGL
- ❖ **The Pacific:** with the SPC, PHOVAPS



Regional GF-TADs Strategy – Priority Diseases

GF-TADs priorities at Asia and the Pacific level over time



Regional GF-TADs Strategy – Priority Diseases

FMD Foot and Mouth Disease

PPR Peste Des Petits Ruminants

ASF African Swine Fever

and other swine diseases (CSF, PRRS, PED)

AI Avian Influenza

LSD Lumpy Skin Disease

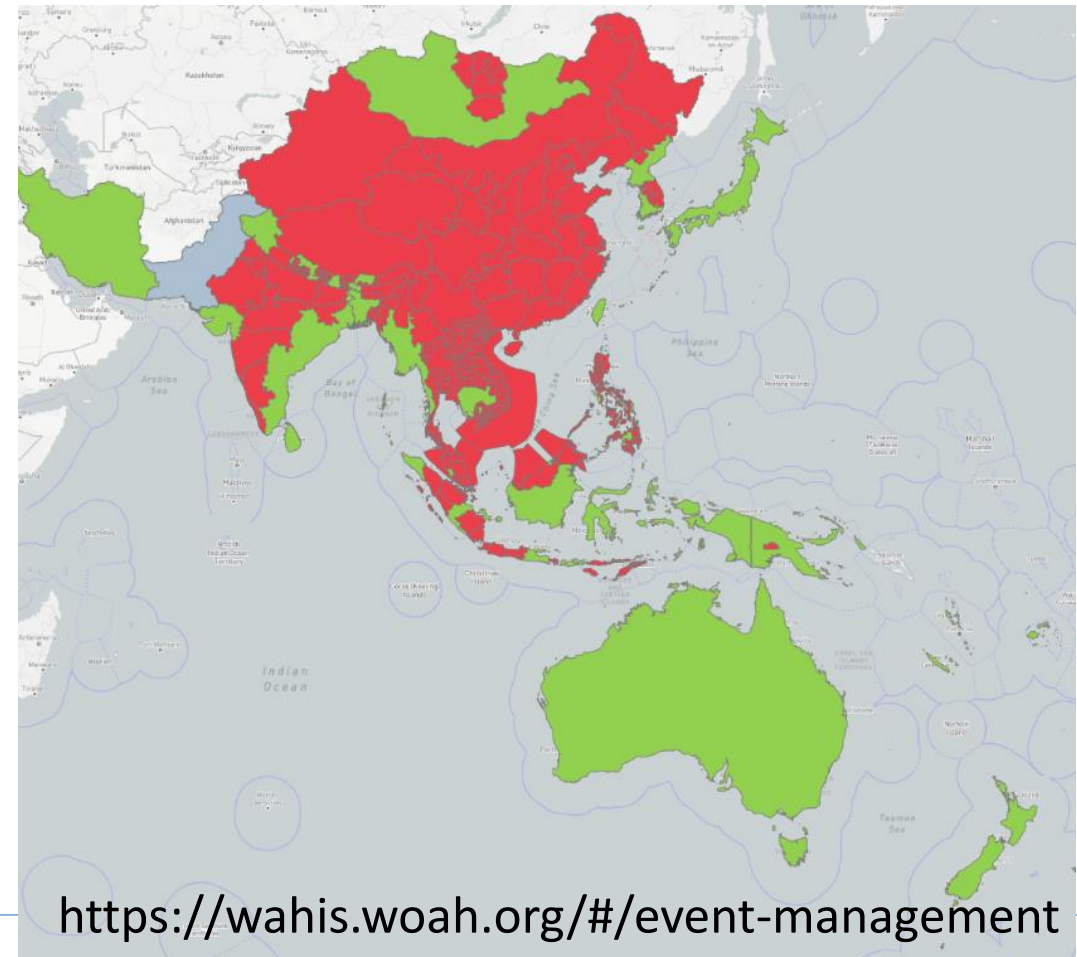
- Rabies is mostly addressed through the Quadripartite Mechanism (One Health).
- Lumpy Skin Disease has spread extensively across the Asia-Pacific Region.

ASF Situation in the Asia-Pacific region

As of Oct 2024, a total of **20** countries in Asia-Pacific officially reported ASF; Two (2) of which reported first occurrence from January 2023 [Singapore and Nepal (wild)], and one (1) from October 2024 [Sri Lanka]

- China (Aug 2018)
- Mongolia (Jan 2019)
- Vietnam (Feb 2019)
- Cambodia (Apr 2019)
- DPRK (May 2019)
- Lao PDR (Jun 2019)
- Myanmar (Aug 2019)
- Philippines (Sep 2019)
- ROK (Sep 2019)
- Timor-Leste (Sep 2019)
- Indonesia (Dec 2019)
- Papua New Guinea (Mar 2020)
- India (May 2020)
- Malaysia (Feb 2021)
- Bhutan (May 2021)
- Thailand (Jan 2022)
- Nepal (Mar 2022)
- Singapore (Feb 2023)
- Bangladesh (Nov 2023)
- *Sri Lanka (Oct 2024) – waiting to be reported to WAHIS*

ASF Situation: 2018 to 2024



ASF related activities in the region 2024

FAO Regional Consultation on ASF in Asia and the Pacific Meeting in Seoul, Republic of Korea, 6 – 8 May 2024

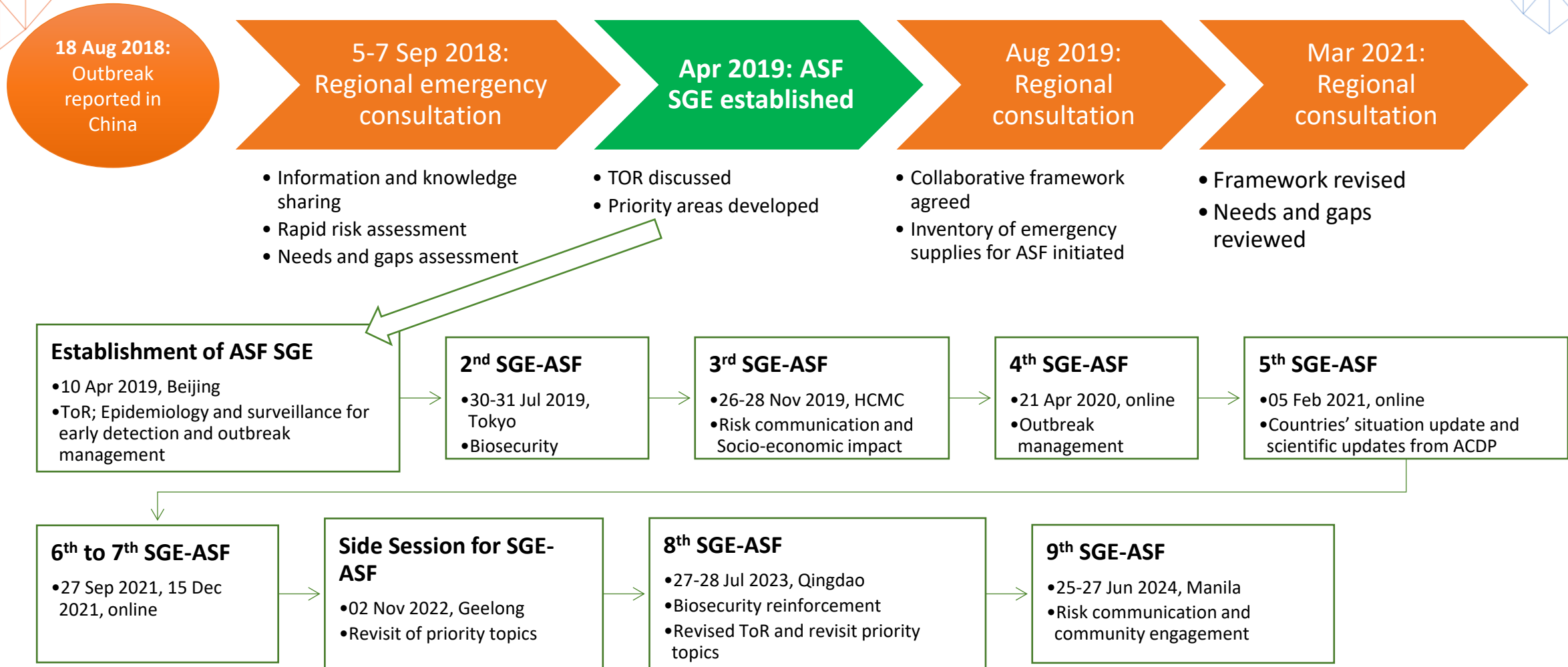
- Seventeen (17) countries in Asia Pacific together with ASF experts, academe, partners
- Objectives
 - Assess challenges and gaps in disease management (control, response, recovery)
 - Share the best practices in ASF management in Asia and the Pacific, including ASEAN Member Nations
 - Identify and discuss interventions that would effectively manage ASF under endemic situations



Ninth Meeting of Standing Group of Experts for ASF in Asia and the Pacific in Manila, The Philippines, 25 – 27 June 2024

- ASEAN – 9 AMS affected by ASF attended
- Objectives
 - Review and follow up on the key actions to implement recommendations of previous ASF meetings at regional and global levels.
 - Discuss updates on the latest global and regional ASF situations focusing on risk communication strategies
 - Share best practices on risk communication and community engagement, and successful strategies for ASF prevention, management and control.

ASF Regional Coordination through the Standing Group of Experts (SGE) on African Swine Fever for Asia and the Pacific under GF-TADs



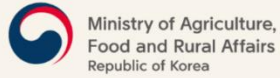
Challenges identified by the SGE for Asia, “no one size fits all”

Pig production and pig value chains are complex –

- ✓ Dense population of pigs in east and southeast Asia.
- ✓ Large number of small-scale pig farming with low biosecurity.
- ✓ Complex value chains that operate across national borders.
- ✓ Cultural practices around pig use and food consumption may create additional risk pathways.
- ✓ Globalisation has made it easy for people and products to travel rapidly and over long distances.

9th SGE-ASF Meeting Recommendations 2024

- 1. Strengthening of national RCCE capacities** as one of the key pre-requisites for effective, equitable and sustainable ASF management
 - ✓ Establishing multidisciplinary communication teams, coordinating with stakeholders, strengthening community engagement, supporting RCCE training, and investing in research for best practices, including MEL, in communication strategies.
- 2. Promoting the sharing of information and communication materials at national and regional levels**
 - ✓ Creating and managing a repository for RCCE strategies, materials, and tools, while exploring innovative approaches to materials and messaging for ASF communication.
- 3. Strengthening of coordination, collaboration and cooperation**
 - ✓ Encourage development of ASF communication strategies, providing platform for sharing communication objectives, and include all relevant stakeholders along the pig value chains and for wild pigs in RCCE initiatives.
- 4. Next Steps**
 - Host country for next SGE-ASF Meeting: based on poll – Viet Nam or Japan
 - Preferred topic/theme for next SGE: Alternatives to traditional ASF disease control
 - A pre-meeting survey will be conducted prior to the next SGE meeting to follow up on the recommendations from the previous meeting topic, and if appropriate invite the private sector as observers to the next SGE.



UPDATES, RECOMMENDATIONS AND OUTCOMES



HOW DO WE EXPLAIN THE PROBLEM to the FARMERS?
COMMUNICATION

9th MEETING OBJECTIVES:

REVIEW & FOLLOW-UP KEY ACTIONS to IMPLEMENT

DISCUSS UPDATES on SITUATIONS with FOCUS on RISK COMMUNICATION

SHARE BEST PRACTICES ON COMMUNICATION, COMMUNITY ENGAGEMENT, PREVENTION MGT & CONTROL

EFFECTIVE COMMUNICATION is VITAL!

TIMELY INFO SHARING

SURVEILLANCE & CONTROL MEASURES

EXPLORE NEW APPROACHES

REGIONAL TECHNICAL CONSULTATION on ASF

EMPHASIS on a HOLISTIC APPROACH

ENHANCE COMMUNITY-LEVEL ENGAGEMENT on IMPROVING BIOSECURITY

POLICIES

SAFETY

COST-EFFECTIVENESS

INT'L STANDARDS

CONSEQUENCES & CHALLENGES

ASF UPDATE

19 COUNTRIES REPORTED TO HAVE ASF



CONTINUED REPORT on WILD BOARS

SPORADIC DOMESTIC CASES

ONGOING VACCINE trials

RESPONSE to OUTBREAKS

KNOWLEDGE-SHARING

CAPACITY-BUILDING

COORDINATION

TO RAISE AWARENESS
ENGAGE COMMUNITIES
FIGHTING DISINFORMATION

STOP!
GOAL: REDUCTION of the IMPACT of the ASF in SE ASIA
ASEAN ASF PREVENTION & CONTROL

3 SCENARIOS:

1 DETERIORATION

WE NEED to WORK with the FARMERS to REDUCE IMPACT

2 LIVING with the DISEASE

3 ELIMINATION

...BUT WE have to KEEP a REALISTIC GOAL in MIND!

STRENGTHEN VET SERVICES

FOCUS AREAS
COORDINATION

BUSINESS CONTINUITY

DAY 1





Food and Agriculture Organization of the United Nations



World Organisation for Animal Health



Ministry of Agriculture, Food and Rural Affairs Republic of Korea

AFRICAN SWINE FEVER RISKS: FACTORS, MANAGEMENT AND COMMUNICATION

PORK value CHAIN



RISK COMMUNICATION

REAL-TIME EXCHANGE OF INFO, ADVICE & OPINIONS BETWEEN EXPERTS, COMMUNITY LEADERS, OFFICIALS & PEOPLE AT RISK

GOOD R.C.

- DO-MES-TIC: PERCEIVED & ACTUAL RISKS ARE CLOSER TO ALIGNMENT
- TRUST IS MAINTAINED
- COMMUNITY FOLLOWS ADVICE
- INTERNATIONAL: CREDIBILITY IS MAINTAINED
- INTERNATIONAL SUPPORT IS PROVIDED

THE EARLIER you RESPOND, THE BIGGER SPACE FOR CONTROL.

RISK COMMUNICATION STRATEGY:

WHAT: ASF KILLS PIGS

IMPACT on the REGION: WHY

WHO: SMALL FARMERS & COMMERCIAL FARM'S

USE & DISSEMINATION: HOW

- UNDERSTAND your TARGETS
- ACT as SOURCE of REFERENCE
- CONSISTENCY & REGIONAL ADAPTATIONS

WE are ALWAYS CHASING the DISEASE

EFFECTIVE COMMUNICATION REQUIRES UNDERSTANDING of UNDERLYING SYSTEMS and ROLES

DYNAMICS WITHIN and BETWEEN FARMS DO MATTER!

LEARN from STORIES

DAY 1

RISK COMMUNICATION PRINCIPLES

ASSESSING RISK PERCEPTION

SOCIAL LISTENING is ESSENTIAL

WE are ALL in this TOGETHER!

COMM. PRINCIPLES

- I NFORMED BY DATA
- M EASURABLE
- P LANNED
- A UDIENCE & PEOPLE-CENTERED
- C OLLABORATIVE
- T ARGETED

TELL STORIES!

BRIDGE

KEEP it SIMPLE!

TRANSLATING SCIENCE

COORDINATE with PARTNERS

COMBINE a VARIETY of APPROACHES

BUILD CAPACITY during PEACE TIME

CREATE & MAINTAIN TRUST.

COMMUNICATE EARLY & OFTEN

INVOLVE COMMUNITIES



PANEL DISCUSSION/KEY OBSERVATIONS: BIOSECURITY, COMMUNICATION AND CAPACITY-BUILDING

CLEANING and DISINFECTION SERVICES

for **LOCALLY USED VEHICLES** between **SLAUGHTERHOUSES** to **LOCAL FARMS**

IN HK, the **FIRST OUTBREAK** HAPPENED in **SLAUGHTERHOUSES**

BIGGEST RISK: CONNECTION BET. **SLAUGHTERHOUSES** and **LOCAL FARMS**

BIOSECURITY has 2 PARTS:

BIOCONTAINMENT

BIOEXCLUSION

VERY IMPORTANT FOR COUNTRIES EXPERIENCING **OUTBREAKS**

DAY 1 BIOSECURITY

UNDERSTANDING the FARMERS

How to **COMMUNICATE** with them?

FARMERS are PART of the **SOLUTION!**

WELL-INFORMED PART of the **DISCUSSION**

IMPLICATION ON their **MENTAL HEALTH**

LEARN their **STORIES**

THERE IS NO ONE-SIZE FITS ALL SOLUTION!

POLICIES TO SUPPORT them

SOCIAL & ECONOMIC IMPACT

COMMUNICATION

TRAIN the TRAINER

CAPACITY-BUILDING

KNOWLEDGE-TRANSFER

UNDERSTAND SPECIFIC TARGET AUDIENCES SPECIFIC BEHAVIOR

IDENTIFY HIGH-RISK PROVINCES

IDENTIFY the CHAMPIONS

COLLABORATE with AGRI SCHOOLS

MESSAGING SIMPLIFIED for the FARMERS

TRAINERS for the FARMERS



ENGAGING WITH COMMUNITIES



WHEN COMMUNITIES WORK TOGETHER, they CO-CREATE SOLUTIONS!

COMMUNITY ENGAGEMENT



HOW to ENGAGE COMMUNITIES



COUNTRY SITUATION UPDATES: RISK COMMUNICATION AND COMMUNITY ENGAGEMENT

RISK FACTORS

- POOR BIOSECURITY
- SWILL FEED
- ANIMAL PRODUCT MOVEMENT
- VECTORS

FIRST ASF OUTBREAK in 2019 ~ AFFECTED 5 PROVINCES
ALMOST 5,000 PIGS CULLED

IDENTIFYING TARGET audience

- VETS
- BACKYARD FARMS

* INPUT SUPPLY

WAYS OF DELIVERING RISK MESSAGES

DIRECT

- FORUMS
- TRAININGS
- WORKSHOPS

IN-DIRECT

- MEDIA
- PUBLICATIONS

CAMBODIA

DAY 2

PHILIPPINES

ASF SITUATION SUMMARY

- 17 AFFECTED REGIONS
- 74 AFFECTED PROVINCES
- 969 AFFECTED MUNICIPALITIES
- 5,361 AFFECTED BARANGAYS (VILLAGE)

ASF RISK for SPREAD

- BACKYARD FARMS
- MIDDLEMEN
- SWILL FEED
- MOVEMENT
- CONTACT
- MATING
- SLAUGHTER/SELL

COMMUNITY ENGAGEMENT PREVENTION & CONTROL

- LGU Eng't
- SURVEILLANCE
- BIOSECURITY
- CAPABILITY & AWARENESS
- REPOPULATION

COMMUNICATION STRAT.

- TECHNICAL UNDERSTANDING of ASF
- RISK and CRISIS COMM.
- AWARENESS and ADVOCACY
- CREATING A REGIONAL NETWORK for COMM.
- ENGAGEMENT of PARTNERS

ADDRESS EXISTING MISINFORMATION to ENCOURAGE PARTICIPATION

VIETNAM

26M PIG POPULATION
64,900 WILD BOAR POP.

8,500 INFECTED COMMUNES;
6M PIGS CULLED

FIRST DETECTED in 2019

2023 BEGAN TESTING & USING SELF-PRODUCED VACCINES

PREVENTION & CONTROL

- VACCINATION
- BIOSECURITY
- AWARENESS & COMM.
- SURVEILLANCE
- MOVEMENT CONTROL
- LEGISLATION

NATIONAL PLAN for PREVENTION and CONTROL of ASF 2020 - 2025

ENHANCING BIOSECURITY in PIG PRODUCTION

PRECAUTIONS when RESTOCKING

DISEASE SURVEILLANCE

ONE HEALTH program HELPED GAIN MORE INFO ABOUT TRANSMITTED DISEASES.

JAPAN

ASF HAS NEVER BEEN CONFIRMED in JAPAN.

ASF RISK for INTRUSION and SPREAD

- INTRUSION (BORDER CONTROL)
- SPREAD TO FARMS (BIOSECURITY in FARMS)
- SPREAD TO BOARS (PREVENTION of INFECTION of WILD BOARS)

BORDER CONTROL

2018 CSF INTRUSION WAS MAYBE DUE TO ILLEGAL MEAT PRODUCTS

ASF RISK COMMUNICATION

- POSTERS
- VIDEOS
- BOOKLETS
- TRAP GIRL
- POSTER/MANGA

To FARMERS

To TRAVELLERS

To HIKERS

A SIMPLE MESSAGE is IMPORTANT for MASS MEDIA

INDONESIA

TOTAL ASF CASES: 187,099 in 29 OUT OF 38 PROVINCES

ASF RISK for SPREAD

- ANIMAL & HUMAN MOV'T
- SWILL FEEDING
- LACK OF KNOWLEDGE and BIOSECURITY

RISK COMM & COMMUNITY ENGAGEMENT

- TRAINING
- INSTALLATION
- MONITOR
- BIOSECURITY
- DATA COLLECTION & ANALYSIS

LESSONS learned

ORGANIZERS

- CLEAR PLAN
- TEAMWORK
- SELECT TARGET PARTICIPANTS
- FIND LOCAL PARTNER

FARMERS

- SAME PERCEPTION
- SAME DIRECTION

FIELD STAFF

- COMMUNICATIVE
- TRANSPARENT, CONSISTENT

SAME GOAL

THAILAND

ASF DISEASE SITUATION SUMMARY

ASF FIRST DETECTED in THAILAND in 2022

ASF RISK for SPREAD

- SMALL-TO-MEDIUM PRODUCTION
- INDEPENDENT FARMS
- SLAUGHTERHOUSES

OUTBREAK RESPONSE

- CENTER: SEPARATE INFECTED PIGS
- 1KM: CLINICAL SURVEILLANCE
- 5KM: ADD'L DISEASE SURVEILLANCE

RISK COMM & COMMUNITY ENGAGEMENT

- PIG FARM MAP
- SIMULATION EX.
- TRAINING
- WEBSITE

FUTURE PLANS:

- VACCINE PROD. STUDY
- PROMOTE BIOSECURITY
- EVALUATE STANDARDS
- WORK MORE CLOSELY w/ PRIVATE SEC.
- REVISE CONTINGENCY PLAN and CLINICAL PRACTICE GUIDELINES

FAO

CURRENT STATE of RCCE

WOAH

ASF SIT'N in EUROPE

MULTIDIMENSIONAL APPROACH

- IMPROVE PREPAREDNESS & RESPONSE
- STRENGTHEN RISK COMMUNICATION
- VALUE CHAIN ANALYSIS
- PPP ENGAGEMENT
- ECONOMIC ASSESSMENT
- LAB CAPACITY
- COMMUNITY ENGAGEMENT
- ROLEPLAYING as FARMERS



DEVELOPMENT of an INCIDENT MANAGEMENT SYSTEM

TO IMPROVE EMERGENCY RESPONSE and COORDINATION



~~FALSE!~~ COUNTERING MISINFORMATION and DISINFORMATION



- FEEDBACK from COUNTRIES TO ADAPT STRATEGY
- IDENTIFY RELEVANT SOCIAL MEDIA CHANNELS
- CHECKING RELEVANCE & TAKING NOTES TO MATCH CURRENT CIRCUMSTANCES



ASF IS WIDELY SPREAD in EUROPE, mostly S.E.

MAIN CHALLENGES

- FARMS w/ POOR BIOSECURITY
- WILD BOAR MANAGEMENT
- ASF INTRODUCTION FROM TRAVELLERS
- PROPER ENFORCEMENT OF WOAH STANDARDS
- ABSENCE OF SAFE and EFFECTIVE VACCINES

CABI: CHANGE in BIOSECURITY PRACTICES

WASHING HANDS thoroughly ADDED:

DAY 2



HOW CAN WE ADDRESS the CHALLENGES

* FOCUS on COMMUNICATION

PROPER AWARENESS

* E-DEPOSITORY

FOR FARMERS, TRAVELERS & GEN. PUB.

GF-TADs GLOBAL FRAMEWORK FOR THE PROGRESSIVE CONTROL OF TRANSBOUNDARY ANIMAL DISEASES

BEST PRACTICES AND HOW TO OVERCOME CHALLENGES & RECOMMENDATIONS FOR BETTER COORDINATION

LESSONS LEARNED

CONSISTENT MESSAGING

UNDERSTAND the LOCAL CONTEXT

ASF KILLS HIGH-LEVEL ADVOCACY

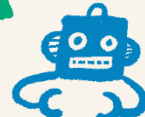
BUILD TRUST

KNOWLEDGE -SHARING

COMMUNICATION goes both ways



TIMING is IMPORTANT



KEEP TRACK on TECH EVOLUTION

LEARNING from FAILURES

VALUE CHAIN

GENUINE COMMUNICATION

EMPATHY

PASSION is IMPORTANT to MOVE PEOPLE

GAPS to FOCUS on...

NEED for REGIONAL CAPACITY-BUILDING

LACK of FOCUS on WILDLIFE

LACK of PRIVATE SECTOR INTEREST

RESULTS not INSTANT

ASSESSING IMPACT of RCCE



RECOMMENDATIONS for BETTER COORDINATION

EVERYTHING STARTED in 2018

ASF SPREAD in ASIA

A GLOBAL CAMPAIGN was in ORDER

BUT, LOCALIZED in COMPLEXITY

MESSAGING should be SCIENTIFICALLY -SOUND,

but also, SIMPLISTIC.

KEEP MONITORING your CAMPAIGN for ADJUSTMENTS

USE SOMETHING that's ADAPTABLE to your NEEDS

INFOGRAPHICS are IMPORTANT

How to ACCESS INFO?

TRELLO BOARD

CO-CREATION

WHAT to EXPLAIN / WHO to EXPLAIN?

SEVERAL ROUNDS of CONSULTATIONS w/ PEOPLE, EXPERTS & GRAPHIC DESIGNERS

ASF KILLS PIGS

TRAVELLERS

TRAVEL SECTOR

VETS

POLICY -MAKERS

PIG FARMS

FARMERS

HUNTERS

DAY 2



BEHAVIOUR CHANGE COMMUNICATION TO BETTER MANAGE AFRICAN SWINE FEVER OUTBREAKS



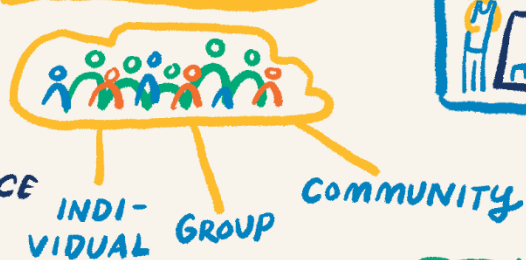
DESIGNING A BCC CAMPAIGN/PROGRAMME

- SITUATIONAL NEEDS ANALYSIS
- SMART OBJECTIVES
- MESSAGE DEVELOPMENT
- PARTICIPATORY APPROACH
- MONITORING, EVALUATION and LEARNING

STAGES of BEHAVIOR



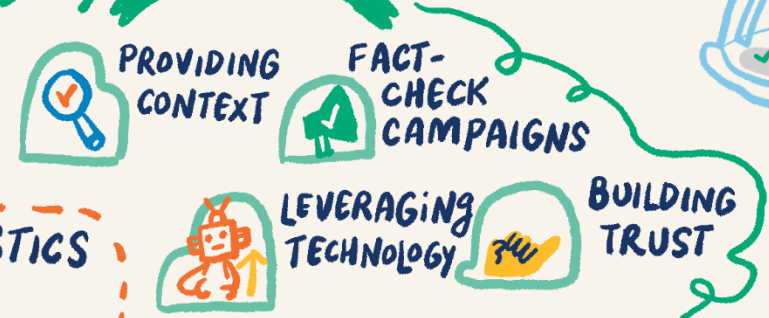
APPROACHES



CHALLENGES



SOLUTIONS





STRATEGIES FOR EFFECTIVE BEHAVIOUR CHANGE COMMUNICATION CAMPAIGN

WHAT is a BEHAVIOR?

SOMETHING THAT SOMEONE DOES, in a SPECIFIC PLACE, at a SPECIFIC TIME, in a SPECIFIC WAY, for SPECIFIC REASONS (BELIEFS, KNOWLEDGE, CONVENIENCE)



Why do we NEED BEHAVIORAL INSIGHTS?

MANY INTERVENTIONS RELY on EDUCATION
PEOPLE have LIMITED TIME, ENERGY & RESOURCES
OFTEN FALL BACK on HABITS, AUTOMATIC RESPONSES
"COMMON SENSE" SOLUTION MAY NOT ALWAYS BE the MOST EFFECTIVE

UNDERSTAND "DRIVERS" of BEHAVIOR to DESIGN (B) INTERVENTIONS

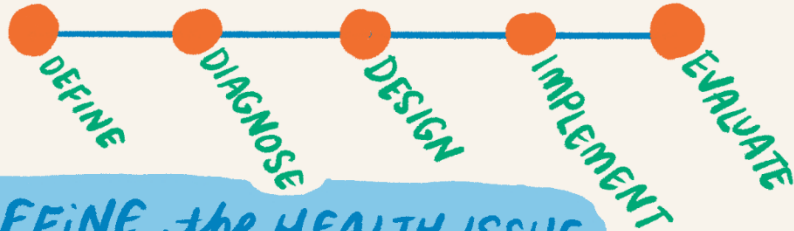
- CAPABILITY
- MOTIVATION
- OPPORTUNITY

BEHAVIOR is EXTREMELY COMPLEX

BEHAVIOR



TAKING a SCIENTIFIC APPROACH



DEFINE the HEALTH ISSUE in TERMS of BEHAVIOR

PRIORITIZE the BEHAVIOR

DEFINE the BEHAVIOR

CHANGE STRATEGIES

- EDUCATION
- PERSUASION
- INCENTIVATION
- COERCION
- TRAINING
- RESTRICTION
- ENV. RESTRUCTURING
- MODELLING
- ENABLEMENT

POLICY AREAS

- GUIDELINES
- LEGISLATION
- COMMUNICATION
- SERVICE PROVISION
- REGULATION
- FISCAL MEASURES
- ENVIRONMENTAL



BEHAVIORAL COMPONENTS
CHANGE STRATEGIES
POLICY AREAS

DAY 3

Easy
Attractive
Social
Timely

ACCEPTABILITY
PRACTICABILITY
EFFECTIVENESS
AFFORDABILITY
SIDE EFFECTS
EQUITY

CRITERIA

MOST IMPORTANT DESIGN PRINCIPLE:
TARGET the INTERVENTION at the INFLUENCES of the BEHAVIOR that we HAVE DIAGNOSED.



THANK YOU

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