Risk Communication During Crisis: Indonesia's Experience with the FMD Outbreak

WOAH Regional Workshop for Focal Points of Communication in Asia and the Pacific 26 – 28 Nov 2024, Putrajaya, Malaysia

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MoA, Indonesia







National Communication Strategy



- Communication Strategy for the Prevention and Control of EIDs and Targeted Zoonoses using One Health Approach
- Multi-sector guideline: Coordinating Ministry for People and Culture Development, Ministry of Agriculture, Ministry of Health, and Ministry of Environment and Forestry
- Focused on EIDs and Targeted Zoonoses
- Described communication strategies before, during, and after outbreaks
- Series of consultation and involving multistakeholder participants



Roles of ministries and local government related to the implementation of communication strategies

SITUASI KLB/ WABAH	STRATEGI	PUSAT					DAERAH	
		Kemenko PMK	Kementan	Kemenkes	KLHK	Kemendagri	Provinsi	Kabupaten
PRA	1. Pesan	-	+	+	+	-	+	+
	a. PIB/Zoonosis	-	+	+	+	-	+	+
	b. One Health	-	+	+	+	-	+	+
	2. Audiens/Saluran	-	+	+	+	-	+	+
	3. Implementasi	-	+	+	+	-	+	+
SAAT	1. Pesan	-	+	+	+	-	+	+
	a. PIB/Zoonosis	-	+	+	+	-	+	+
	b. One Health	-	+	+	+	-	+	+
	2. Audiens/Saluran	+	+	+	+	+	+	+
	3. Implementasi	+	+	+	+	+	+	+
PASCA	1. Pesan	-	+	+	+	-	+	+
	a. PIB/Zoonosis	-	+	+	+	-	+	+
	b. One Health	-	+	+	+	-	+	+
	2. Audiens/Saluran	+	+	+	+	+	+	+
	3. Implementasi	+	+	+	+	+	+	+



Communication Strategy and Action Plan

- 1. Message/Narrative Strategy: Preparation of appropriate information to be disseminated according to the needs of the target audience
 - build trust and conduct communication interventions in the prevention and control of EID and zoonoses
- 2. Audience Strategy and Channels/Media: Determination of media to disseminate messages that will be determined by stakeholders or target audiences to be addressed
 - Using a variety of appropriate channels/media for optimal information delivery to all target audiences and stakeholders as well as appropriate procedures to avoid conveying inaccurate information in the public domain
 - According to audience needs
- 3. Implementation Strategy: Principles and ways to gain support and involve stakeholders and audiences in the prevention and control of EID and zoonoses using the One Health approach.
 - Formation/strengthening of good partnerships with media and opinion formers for effective communication



PENCEGAHAN PENYAKIT MULUT DAN KUKU (PMK) MENCEGAH POTENSI KERUGIAN EKONOMI SEBESAR 9,9

TETAP JAGA, Indonesia bebas PMK

TRILIUN RUPIAH

PER TAHUN*

*Petensi keregian apabila PMK masuk ke Indonesia dan menyebar. Asumsi ya digunakan adalah banya sapi yang merupakan ternak tertular (belum





TETAP JAGA, Ndonesia bebas PMK

"Dalam mempertahankan status bebas PMK tanpa vaksinasi, Indonesia perlu terus memperkuat sistem kesiagaan darurat dan respon"

Direktorat Jenderal Peternakan dan Kesehatan Hewan Kementerian Pertanian



Before the FMD Incursion









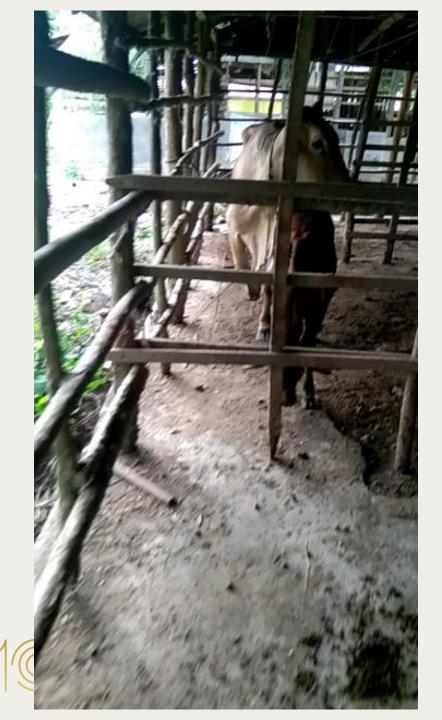


Principles of best practice in communication for outbreaks

- 1. Build, maintain, and regain **TRUST**
- 2. Immediate **Official Announcement**
- 3. Transparency
- 4. Understand the community
- 5. Planning \rightarrow







iSIKHNAS> [Syndrom prioritas: 30913024]

1 ekor yang dicurigai Penyakit Mulut dan Kuku pada Sapi Brahman Cross di Matang Ara Aceh, Manyak Payed, Aceh Tamiang, Aceh. DDx: Malignant Catarrhal Fever, Penyakit Mulut dan Kuku

23:14

FIRST INCURSION OF FMD IN INDONESIA





4 and 5 May 2022

First report of FMD in Aceh and East Java Province
Outbreak Investigation and sample collection



9 May 2022

Declaration of FMD outbreak in Aceh and East Java

Report to WOAH

Establishment of Taskforce for FMD within the Ministry of Agriculture

O/ME-SA/Ind-2001e

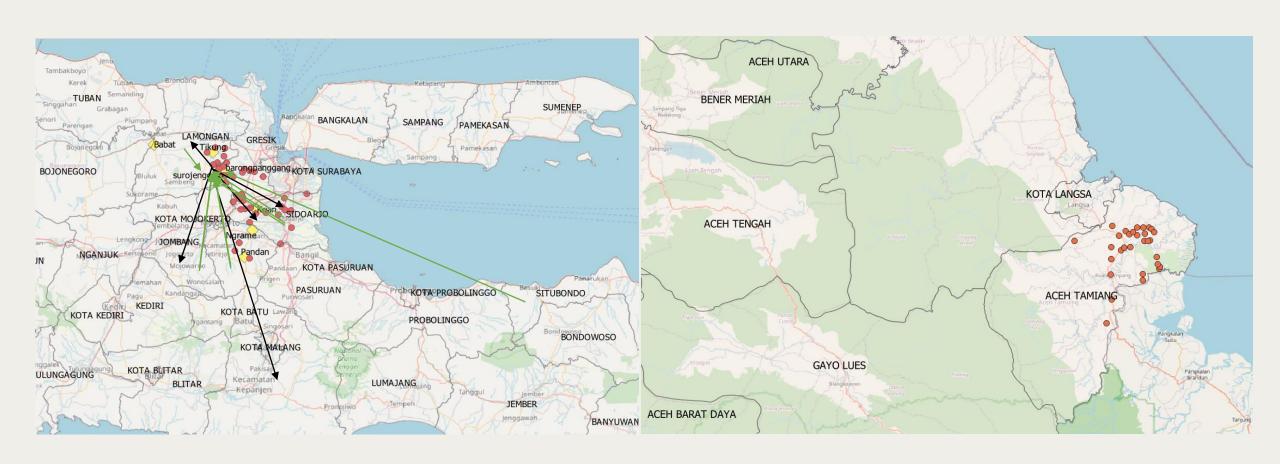
Lab confirmation of East Java and Aceh cases



6 and 7 May 2022



FMD in East Java and Aceh





Declaration of the Outbreaks

Kementan tetapkan enam kabupaten terjangkit wabah PMK hewan

O Rabu, 11 Mei 2022 17:04 WIB



66 Kementerian Pertanian telah menetapkan dua daerah yang dilanda wabah penyakit mulut dan kuku pada hewan, dua daerah itu adalah Provinsi Aceh dua kabupaten, dan empat kabupaten di Jawa Timur 🤧

Jakarta (ANTARA) - Kementerian Pertanian menetapkan sebanyak enam kabupaten di dua provinsi Indonesia terjangkit wabah penyakit mulut dan kuku (PMK) pada hewan ternak



Foot and Mouth Disease strikes Indonesia

12-05-2022 | Health | News











Foot-and-mouth disease leads to reduced feed intake and a sharp drop in milk production can be seen in dairy cows. Photo: Henk Riswick

Indonesia has been struck by the contagious viral Foot and Mouth Disease (FMD). The country has been free from FMD since 1986, making this the first detection of FMD since this status was acquired.

The World Organisation for Animal Health (OIE) data indicates that FMD was first suspected in backyard farms in both beef and dairy cattle in 2 provinces:

IEC & NATIONAL CRISIS CENTER FOR FMD

- IEC Materials concerning FMD in social media (Facebook, Twitter, Instagram, TikTok, WhatsApp)
 - Disease Recognition & Reporting
 - Prevention and Control
 - Farm Biosecurity
 - Movement Restriction
 - Animal Health Issues (Not Zoonosis)
 - Impact of FMD
- National Hotline in the Crisis Centre
 - Provide data and information on FMD
- Series Online Training and Webinar on FMD
- Establishment of a website for FMD (data and information)





IEC & NATIONAL CRISIS CENTER FOR FMD





CRISIS CENTER NASIONAL

Penyakit Mulut dan Kuku (PMK)



Lantai 6 Gedung C Kantor Pusat

Direktorat Jenderal Peternakan dan Kesehatan Hewan, Kementerian Pertanian RI

JL, Harsono RM 3, RT.9/RW.4, Ragunan, Kec. Ps. Minggu Kota Jakarta Selatan, Daerah Khusus Ibukota Jakarta 12550

Nomor Hotline

Koordinasi, Penanganan dan Pelaporan PMK Nasional Whatsapp Gugus Tugas :



0812-8634-5622 & 0812-8634-5633





IEC Through Social Media & Mainstream Media



Keterangan Pers: Update Perkembangan Penanganan Penya terkait Upaya Pengendalian Lalu Lintas Ternak dan Ketersec



Kades Cantik Sidak PMK

Ditjen Peternakan dan Kesehatan Hewan • 277 x ditonton • 3 bulan yang lalu

Hallo #SobaTernak Sapi-sapi sobat sehat semua dan sudah divaksin? Jika belum divaksin, yukk segera vaksin supaya terhindar dari Penyakit Mulut dan Kuku (PMK). Ternak itu harta kita yang.



2,/ rb x ditonton • 9 bulan yang lalu

TV Tani Indonesia

Penyakit Mulut dan Kuku (PMK) kembali muncul di Indonesia setelah lenyap puluhan tahun silam. Simal



Konferensi Pers Perkembangan Penang

Kementerian Pertanian RI • 629 x ditonton • 8 bulan yang la

Kementerian Pertanian memastikan penanganan penyakit n maksimal. Diantaranya dengan pembentukan Satgas PMK c



Kenali PMK dan Segera Laporkan ke Petugas

Ditjen Peternakan dan Kesehatan Hewan • 329 x ditonton • 3 bulan yang lalu

Hallo #SobaTernak Jangan panik yaa jika menemui tanda-tanda PMK pada ternak.. PMK bisa diatasi !! Pisahkan yang sakit supaya tidak menular, beri makanan berkualitas dan lapor segera ke petugas....



Kenali Penyakit Mulut dan Kuku (PMK) pada Ternak

8,2 rb x ditonton • 9 bulan yang lalu

TV Tani Indonesia

Mei 2022 Penyakit Mulut dan Kuku (PMK) kembali muncul di Indonesia setelah lenyap puluhan tahun sil



Keterangan Pers: Update Perkembangai 2022

Kementerian Pertanian RI • 791 x ditonton • 8 bulan yang la



Ditjen Peternakan dan Kesehatan Hewan • 48 x ditonton • 4 bulan yang lalu

Hallo #SobaTernak Yukk kita simak bersama video berikut ini apa saia tanda-tanda klinis Penyakit Mulut dan Kuku (PMK) pada hewan ternak sapi.. Semoga video ini bermanfaat yaa sobat.. #PMK...



NANGANAN PMK DI INDONESIA KEMENTERIAN PERTANIAN , 13 JUNI 2022 - Pukul 15.00 WIB

Tiga Aksi Kementan Atasi Penyakit Mulut dan Kuku Pada Hewan Tern 96 x ditonton • 9 bulan yang lalu

PMK merupakan virus yang menyerang hewan ternak rentan. Saat ini telah diidentifikasi strain virusnya s

TV Tani Indonesia

Keterangan Pers: Kondisi Terkini Penanc oleh Kepala Pusat Karantina Hewan

Kementerian Pertanian RI • 1,7 rb x ditonton • 7 bulan yang



Hal yang perlu diketahui tentang PMK

Ditjen Peternakan dan Kesehatan Hewan • 39 x ditonton • 4 bulan yang lalu

Hallo #SobaTernak Yukk kita simak bersama video berikut ini mengenai apa itu Penyakit Mulut dan Kuku (PMK), tanda klinis serta langkah apa yang harus dilakukan apabila menemukan hewan dengan...



Update Penanganan PMK di Indonesia oleh Kementerian Pertanian pada Senin, 13 Juni 2022. Periksa da



Konferensi Pers Online Update Perkemb Indonesia 13 Juni 2022

Kementerian Pertanian RI • 1,3 rb x ditonton • 8 bulan yang



Tips Penanganan Daging dan Jeroan Saat Wabah PMK

Ditjen Peternakan dan Kesehatan Hewan • 802 x ditonton • 9 bulan yang lalu

Hallo #SobaTernak Meski Penyakit Mulut dan Kuku (PMK) berbahaya bagi hewan, tetapi penyakit ini tidak berbahaya bagi kesehatan manusia. Dengan upaya bersama, kita bisa mencegah dan menekan...



Update Perkembangan Penanganan PMK 20 Juni 2022 Kementerian Pertanian RI • 776 x ditonton • 8 bulan yang lalu

Mentan Pastikan Iduladha Tidak Terkendala Penyakit Mulut dan Kuku 88 x ditonton • 9 bulan yang lalu

Limit the Spread











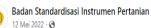


29 Juni 2022 · Jakarta · 🚱

Penyakit Mulut dan Kuku pada hewan ternak sedang mewabah saat ini, tapi jangan panik Sobatani karena PMK bisa diatasi dan dikendalikan.

Yuk simak informasi berikut ini apa yang harus dilakukan jika ternak kita terjangkit PMK dan belum terjangkit PMK.





Penyakit Mulut dan Kuku (PMK) saat ini tengah mewabah di sejumlah daerah di Aceh dan Jawa Timur, Meski bersifat sangat menular pada hewan ternak, PMK tidak menular dan tidak membahayakan kesehatan manusia. Daging dan susu dari hewan yang terinfeksi pun masih dapat dikonsumsi jika diolah dengan prosedur yang benar.

Simak infografis berikut untuk tips penanganan daging dan produk hewan yang aman!







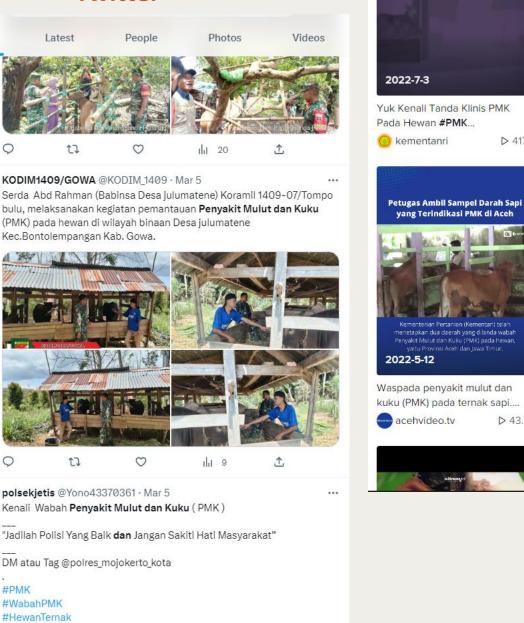
Twitter



Kenali Wabah Penyakit Mulut dan Kuku (PMK)

DM atau Tag @polres_mojokerto_kota

#PMK #WabahPMK #HewanTernak



Waspada penyakit mulut dan kuku (PMK) pada ternak sapi....



Teratas

KLINIS PMK

PADA HEWAN

yang Terindikasi PMK di Aceh

menetapkan dua daerah yang dilanda wabah

Akun

vaksin khususnya dalam...

D 43.1K (3) tv.tani

2022-5-10

D 1384



Lawan penyakit PMK, Menteri Pertanian siapkan 3 juta vaksin...

PUSVETMA SURABAYA

① Pelajari selengkapnya

tentang vaksin COVID-

D 4172 medcom_id o

MENTAN KE

2022-6-15

Video

Wabah PMK tidak menular pada manusia dan vaksinnya segera...

D 603

D 42.3K

2022-5-12



Balas @k4s1y4t1 sing dereng ngertos monggo di simak...

peternakmu...







TikTok







World Organisation

for Animal Health

Founded in 1924



urus Kementan Pastikan Keamanan Ternak di Tengah Ancaman Virus PMK

CNBC Indonesia 0

🖒 20 🖓 🖒 Bagikan 🛞 Klip 📑 Simpan ...

Berikut Ciri-ciri Penyakit Mulut dan Kuku yang Ternak

囯

Kompas.com - 10/05/2022, 14:00 WIB

B



TWITTER

FMD Information in TWITTER



















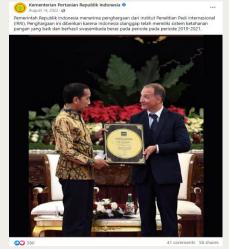


FACEBOOK

FMD Information in FACEBOOK













43 comments 33 shares 0 244

Founded in 1924







Regaining Public Trust

Mentan Klaim Wabah Penyakit Mulut dan Kuku Bisa Diatasi

Jarmaji - detikJateng

Jumat, 13 Mei 2022 17:48 WIB



Menteri Pertanian, Syahrul Yasin Limpo, mengecek sapi yang terkena PMK di Desa Singosari, Kecamatan Mojosongo, Kabupaten Boyolali, Jumat (13/5/2022). (Foto: Jarmaji/detikJateng)

Boyolali - Menteri Pertanian, Syahrul Yasin Limpo, meninjau sapi-sapi yang terjangkit penyakit mulut dan kuku (PMK) di Boyolali, Jawa Tenga. Dia menyatakan optimis wabah PMK akan bisa diatasi.



Mentan optimistis PMK dapat segera diatasi

O Rabu, 18 Mei 2022 16:04 WIB



Iliustrasi - Arsip foto - Menteri Pertanian Syahrul Yasin Limpo (kanan) melihat kondisi hewan ternak sapi yang terjangkit penyaki mulut dan kuku (PMIK) di Singosani, Mojosongo, Boyolati, Jawa Tengah, Jumat (13/5/2022). ANTARA FOTO/Aloysius Jarot Ngroho/WJpri.

Jadi sebenarnya PMK ini dapat disembuhkan dan tidak menular ke manusia, tetapi kita harus waspada dan terus bekerja. Yang terpenting tidak boleh membangun kepanikan karena itu sangat herbahana.





Reduce Public Panic



Mentan: sebagian daging ternak terinfeksi PMK masih bisa dikonsumsi

@ Rabu, 11 Mei 2022 18:37 WIB



Menteri Pertanian Syahrul Yasin Limpo dalam konferensi pers di kantor Kementerian Pertanian Jakarta, Rabu (11/5/2022).

ANTARA/Aditya Ramadhan/am.

Tapi yang lain masih bisa direkomendasi. Dagingnya pun masih bisa dimakan.





FIRST INCURSION OF FMD IN INDONESIA





4 and 5 May 2022

First report of FMD in Aceh and East Java Province Outbreak Investigation and sample collection



9 May 2022

Declaration of FMD outbreak in Aceh and East Java Report to WOAH

Establishment of Taskforce for FMD within the Ministry of Agriculture

O/ME-SA/Ind-2001e

Lab confirmation of East Java and Aceh cases



6 and 7 May 2022

Arrival of first batch of Vaccine (12 June 22)

First FMD vaccination (14 June 22)

Establishment of National FMD Task Force (29 June 22)



June 2022



Bring Back Farmer's Hope



Besok, Kementan Mulai Vaksin PMK Massal untuk **Hewan Ternak**

CNN Indonesia





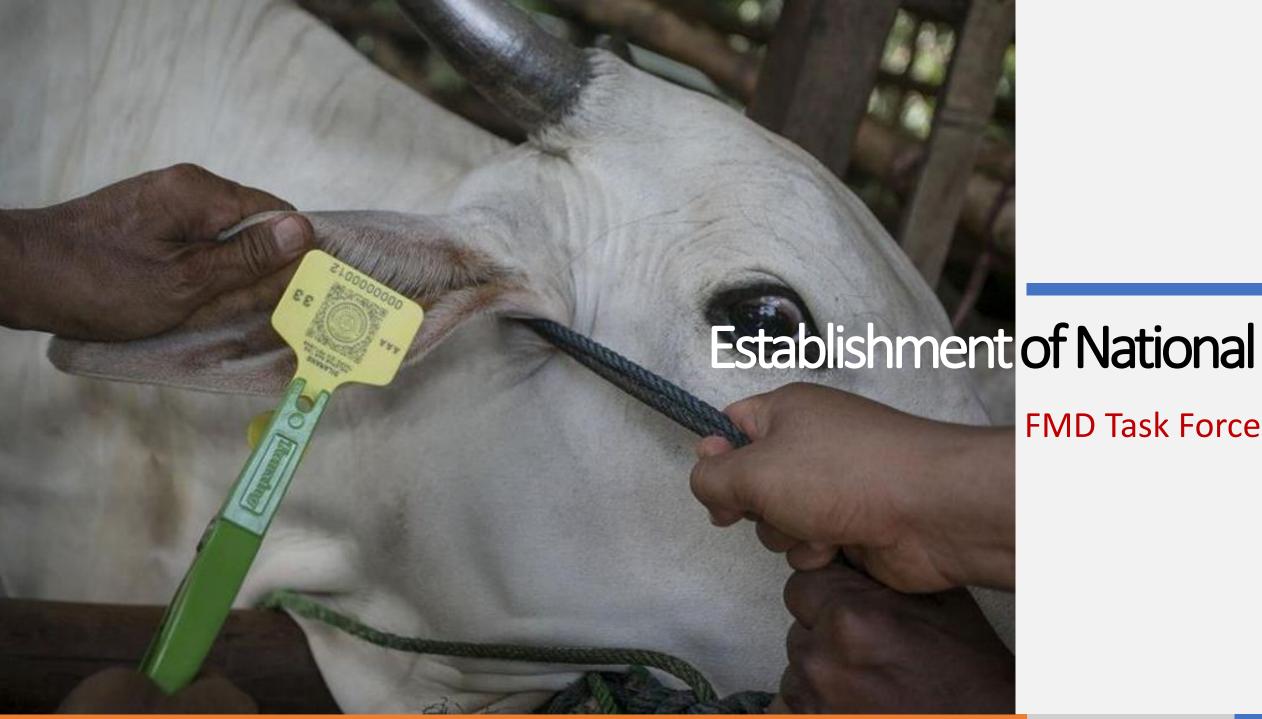


Kementan akan mengadakan vaksin massal untuk menangani wabah penyakit mulut dan kuku (PMK) hewan ternak mulai Selasa (14/6). (CNN Indonesia/Adhi Wicaksono).

Jakarta, CNN Indonesia -- Kementerian Pertanian (Kementan) akan mengadakan vaksin massal untuk menangani wabah penyakit mulut dan kuku (PMK) hewan ternak mulai Selasa (14/6) besok.

"Kami ingin menyampaikan vaksinasi perdana nasional akan dimulai besok 14 Juni 2022 sesuai peta sebaran PMK," kata Kepala Biro Humas dan Informasi Publik Kuntoro Boga Andri lewat konferensi pers bertajuk Update Perkembangan Penanganan Penyakit Mulut dan Kuku (PMK) di Indonesia, Senin (13/6).





FMD Task Force

Penta helix approach for disease control





- Establishment of National Task Force for FMD
- Involvement of multi-institution/organizations and societies
- National priority and resource mobilization
- Structured organization from the national to the local level
- Support from international organizations and partners
- Not yet fully implemented for other diseases (i.e. LSD and other national animal diseases priority)



Involvement of multi-institution/organizations and societies







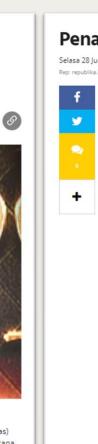




Communicating Extra Support









JAKARTA - Pemerintah menganggarkan dana sebesar Rp 4,66 triliun untuk

penanganan penyakit mulut dan kuku (PMK) pada ternak. Anggaran tersebut telah

disetujui Presiden Joko Widodo. Alokasi terbesar anggaran PMK akan digunakan

untuk pengadaan vaksinasi sebanyak 43,66 juta dosis. "Anggaran Rp 4,6 triliun ini







REGULATIONS RELATED TO FMD CONTROL IN 2022



PENETAPAN DAERAH WABAH PENYAKIT MULUT DAN KUKU (FOOT AND MOUTH DISEASE) PADA BEBERAPA KABUPATEN DI PROVINSI JAWA TIMUR

15 Decree of the Minister of Agriculture



4 Circular Letters **Minister of Agriculture**



9 Decree of the Director **General of PKH**



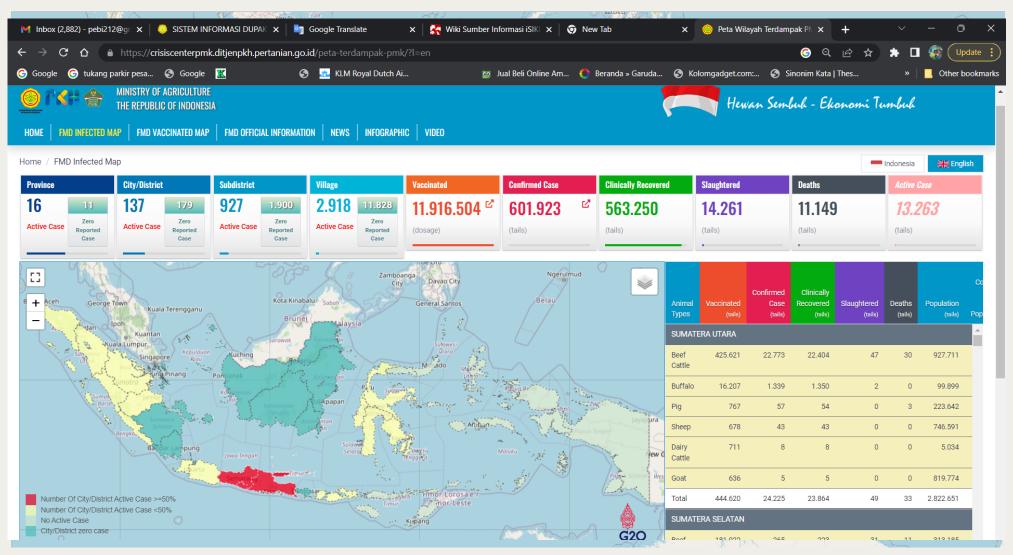
8 Circular Letters **National FMD TF**

Other Decree, Circular Letters, Instruction from Different Ministries, Army/Police



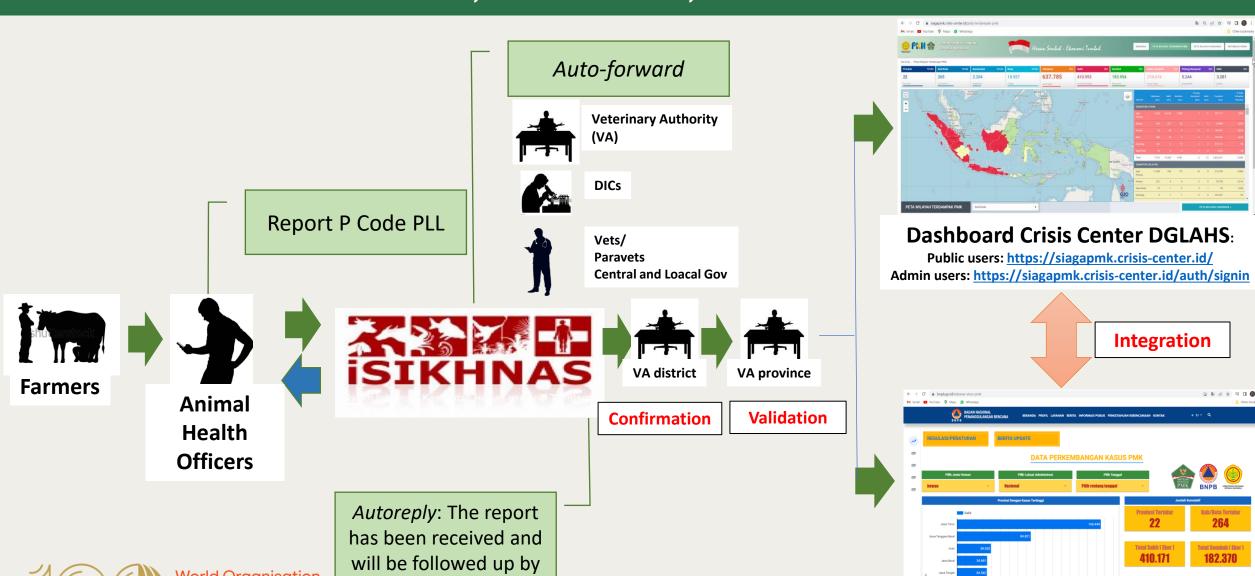
Transparency

https://siagapmk.crisis-center.id/





FLOW OF FMD REPORTING FROM ANIMAL HEALTH OFFICIALS TO REGENCY/CITY, PROVINCIAL, AND NATIONAL LEVELS



World Organisation for Animal Health

the official

Dashboard Penanganan PMK BNPB:

Public users: https://bnpb.go.id/sebaran-virus-pmk



BUREAU OF PUBLIC RELATIONS AND INFORMATION, MOA

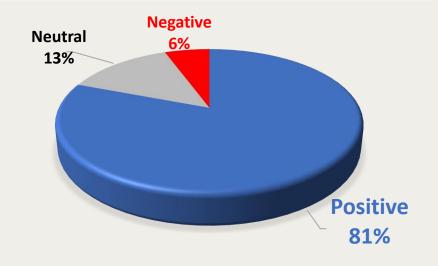
Reflection from 2022

MASS MEDIA REPORTING
STATISTICS

JANUARY – DECEMBER 2022

JENIS BERITA	TOTAL BERITA
ONLINE MEDIA	99.566
PRINT MEDIA (NEWSPAPER)	8.867
TV	1.273
TOTAL	109.706

NEWS TONE	TOTAL NEWS
POSITIVE	88.625
NEUTRAL	14.900
NEGATIVE	6.181
TOTAL	109.706



BUREAU OF PUBLIC RELATIONS AND INFORMATION, MOA



News Score based on NET SENTIMENT

YEAR 2022

Net Sentiment is the weighting of all variables, where the score is based on the proportion of the number or accumulation of neutral sentiment and positive sentiment in a certain period of time.

The higher the value, the more it shows positive performance.







TOP 20 ISSUES

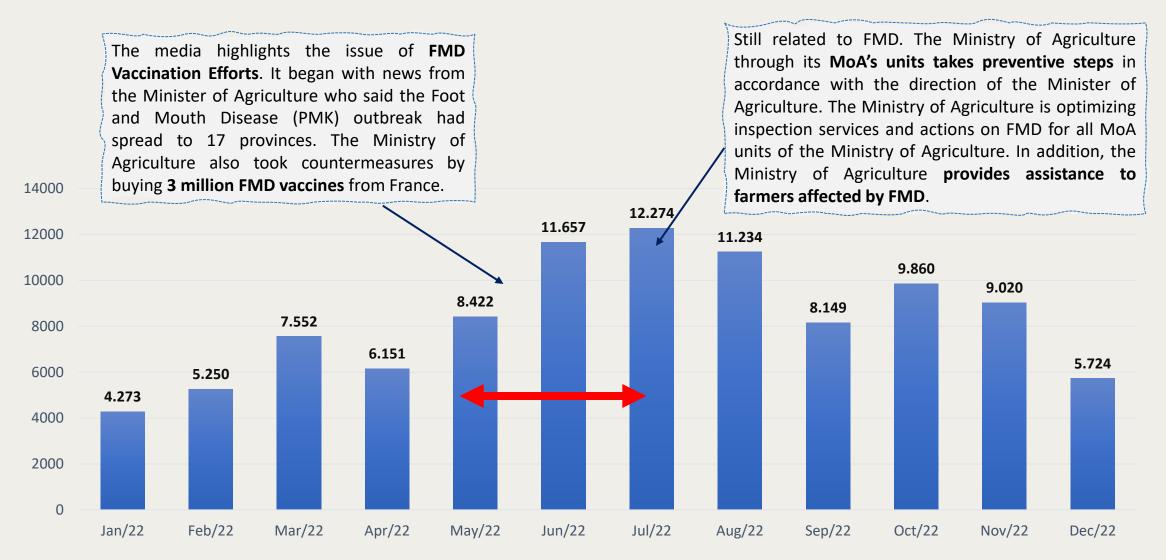


- The issue of PMK prevention and control has become the top issue in 2022. This issue began to increase in May, due to the discovery of cases of PMK spreading in several areas.
- Five top issues reported with positive sentiment, driven by discussions on efforts to achieve food security, efforts to prevent & overcome FMD, strengthen the capacity of agricultural human resources, encourage increased agricultural exports, and efforts to increase rice production.
- Meanwhile, the five top issues with negative news sentiment were driven by discussions on the issue of price and availability of food, farmers threatened with crop failure, the threat of FMD outbreaks, problems with fertilizer management.

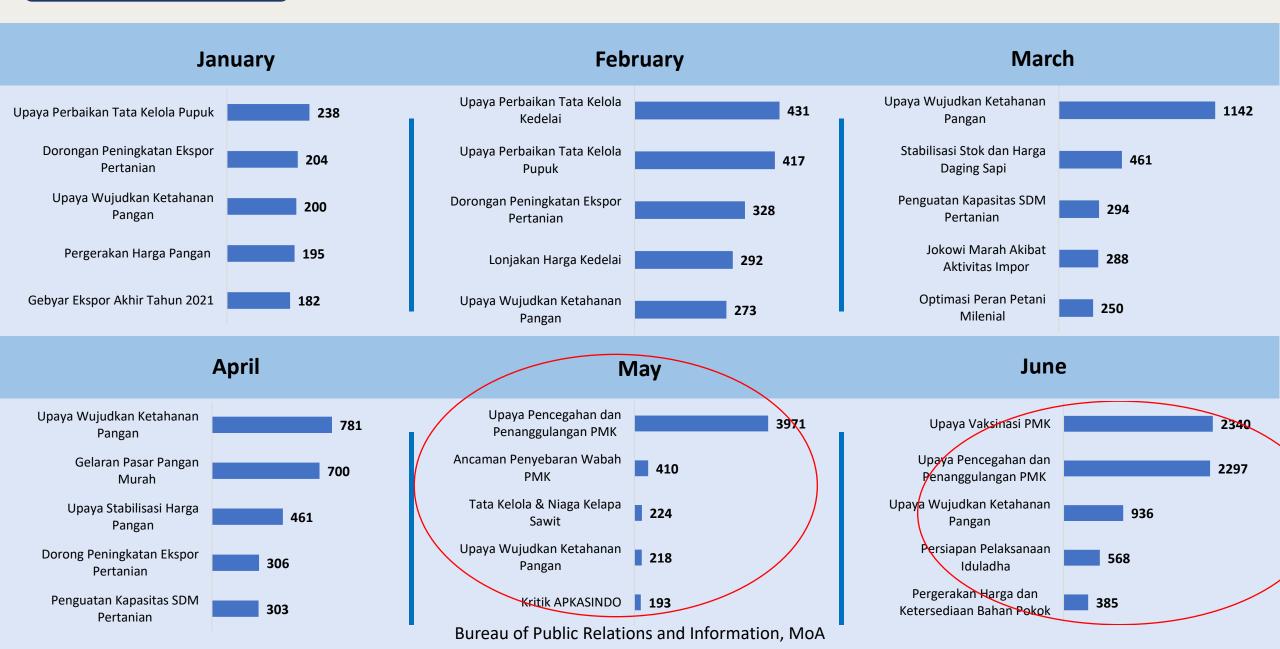
World Organisation

for Animal Health

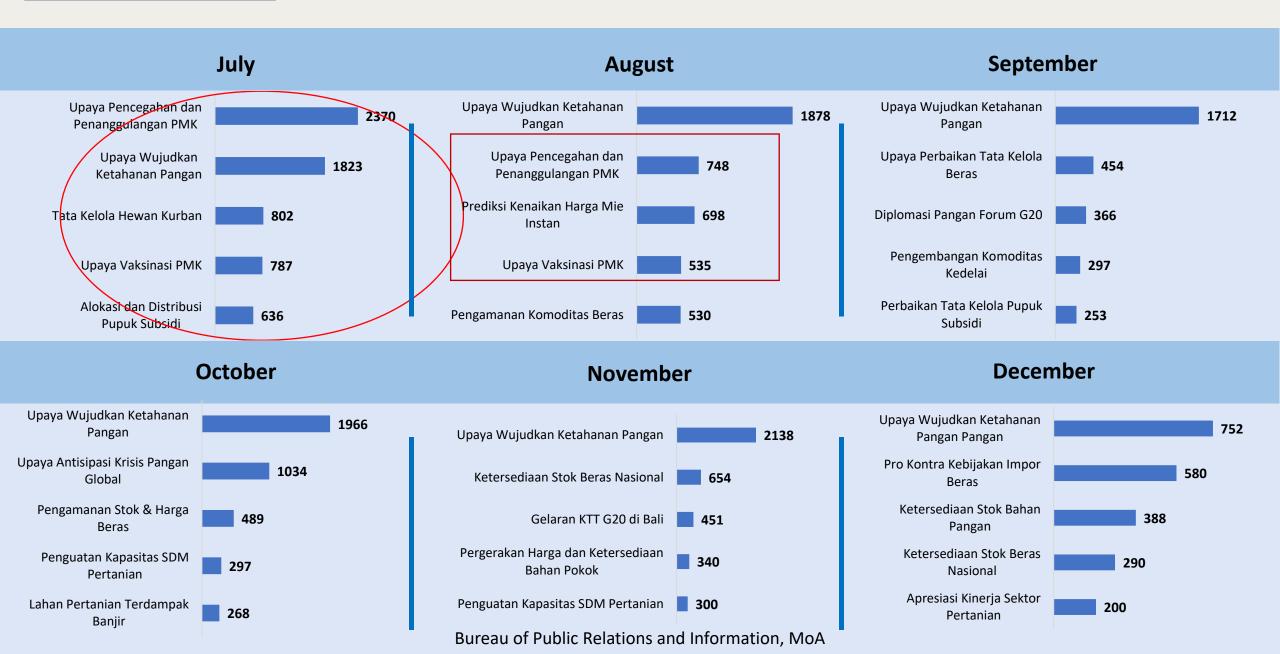
NTotal = 99.566 Na = 55.672

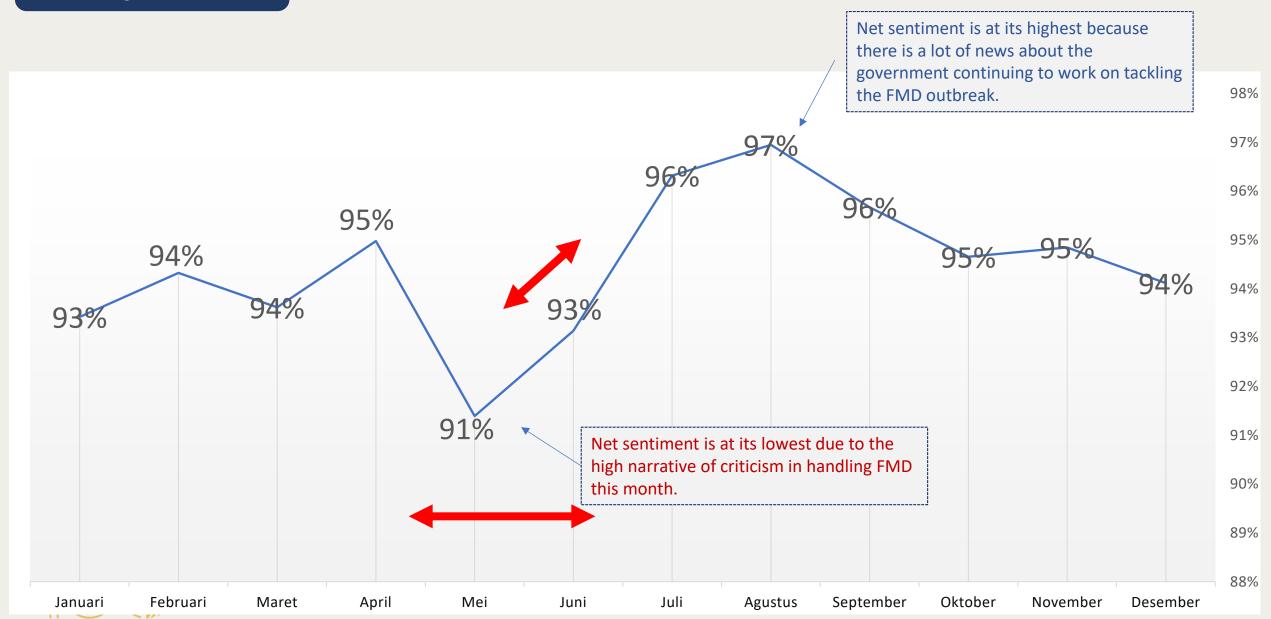


TOP 5 ISSUES PER MONTH



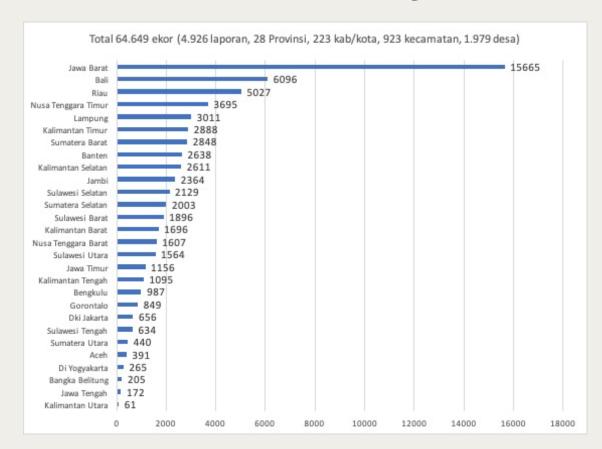
TOP 5 ISSUES PER MONTH





Source: Bureau of Public Relations and Information, MoA

World Rabies Day 2023



- Creating a record for the largest number of animals vaccinated against rabies in a single day (MURI: World Record Museum-Indonesia)
- 2. Public-private partnership (donated vaccine from the private sector, support for the events, involvement of private clinics/practitioners in the event)
- 3. 28 Provinces-223 districts-923 subdistricts-1979 villages
- 4. 684 animal health centres, vet clinics, private practitioners, & livestock services
- 64.649 dogs and cats vaccinated from 4926 online reports



Documentation





BONUSES









Thank you

Directorate General of Livestock and Animal Health Services Ministry of Agriculture Republic of Indonesia https://ditjenpkh.pertanian.go.id/home

https://ditjenpkh.pertanian.go.id/home



