

When the Pressure's On: Lessons learned in Crisis Communication and Media Management

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

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Regional TADs Coordinator,
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Joy Lagayan, DVM, MPH →

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Previous experience –

- Policy Section, National Veterinary Quarantine Services Division, Bureau of Animal Industry (BAI)
- BAI Spokesperson/ Alternate Spokesperson
- WOAHH Focal Point on Communication for the Philippines
- ASEAN Communication Group for Livestock (ACGL) Focal Point
- National Rabies Focal Point
- Animal Disease Control Section, Animal Health and Welfare Division, Bureau of Animal Industry



Official picture



With Fake outbreak chickens



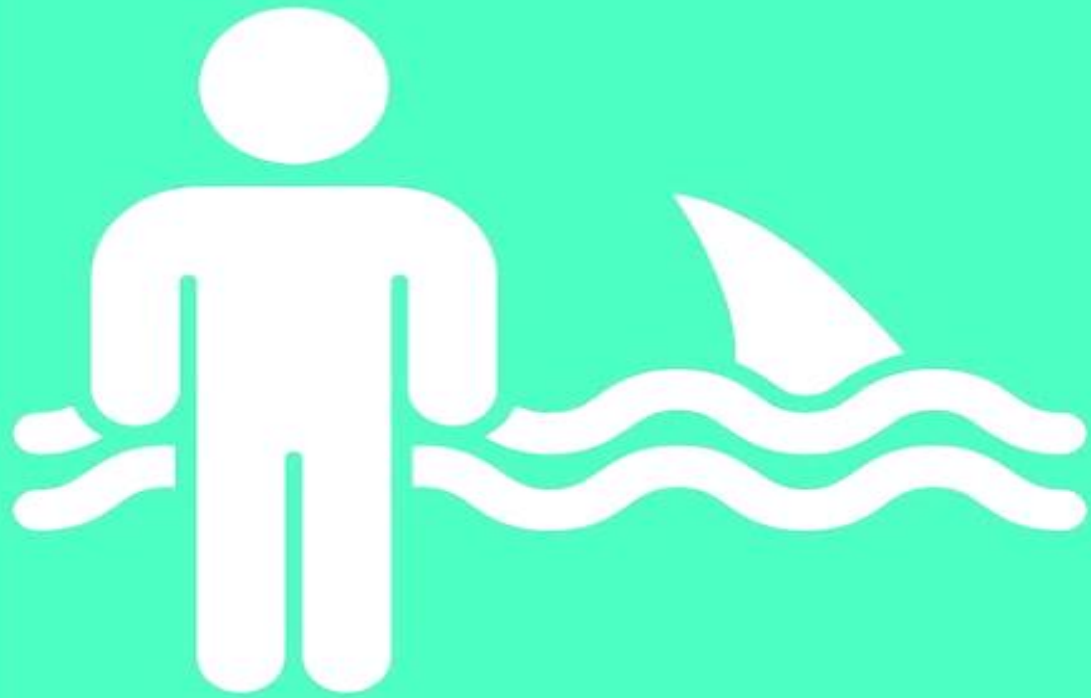
With blonde hair



As a Gumiho
(nine-tailed fox)

HAZARD

A **HAZARD** is something that has the potential to harm you



RISK

RISK is the likelihood of a hazard causing harm



CRISIS



You

More areas under swine fever watch

BY FRANCIS EARL CUETO

THE Department of Agriculture (DA) has placed more areas under quarantine on suspicion that these have also been hit by the African swine fever (ASF), Agriculture Secretary William Dar said on Saturday.

Dar said these areas are in Central Luzon, but he refused to identify them.

namin pwedeng sabihin kung saan (There are more areas under quarantine, but we will not reveal these places), he said in a radio interview.

"Meron po sa Central Luzon, pero hindi pa po namin pwedeng sabihin para magawa natin 'yung ground zero or '1-7-10' protocol natin (It's in Central Luzon, but we will not say where it is so we can apply the 1-7-10 protocol)," he said.

Under the protocol, hogs within the 1-kilometer radius from the swine fever-hit farm or pigery will be culled, those within the 7-kilometer radius are placed under surveillance, while the 10-kilometer radius is declared a food security area. The DA has implemented the 1-7-10 protocol to stop the highly contagious disease from spreading.

➤ Fever A8

Philippines reports first avian flu outbreak

POSTED ON AUGUST 11, 2017, FRIDAY AT 5:04 PM

WORLD

HEADLINES

Department of Agriculture confirms new bird flu case

The Philippine Star ⓘ

December 1, 2017 | 4:00pm



Chickens. AFP file photo

Republic of the Philippines
PHILIPPINE NEWS AGENCY
HOME NATIONAL PROVINCIAL OPINION BUSINESS FEATURES HEALTH FOREIGN SPORTS TRAVEL ENVIRONMENT SCITECH

PH bans pork from Japan due to swine fever

DA orders culling of hogs amid report of 'increased mortality of pigs'

By: Karl R. Ocampo - Reporter / @kocampoINQ Inquirer Business / 02:01 PM August 19, 2019

African swine fever alert: 3 Rizal barangays quarantined

Louise Maureen Simeon - The Philippine Star ⓘ

August 21, 2019 | 12:00am

Norwegian woman dies from rabies after Philippines puppy bite

11 May 2019

Share ↗

Philippines orders 13 treated after eating meat of rabid dog

Philippine health officials were treating 13 people after it was discovered that they had eaten meat from a dog that was later diagnosed with rabies, a city veterinarian said.

Today, a person is subjected to more information in a **single day** than a person in the middle ages was in their entire life!





“If communication was easy, everyone will be able to do it WELL”

We are not always clear **WHY** we communicate



Add pregnancy fog brain



Some of my take-aways

1. Be prepared – brief your spokesperson/ yourself/ CVO/ delegate
2. Ask questions before engaging with the media
3. Be the first to provide information
4. NEVER lie to the media; Never say “No Comment”; No such thing as “off the record” and be careful what and how you say it, once printed/posted, it will be there (almost) forever
5. Be relatable
6. Sometimes bad publicity is still publicity
7. Dress appropriately
8. Always refer to your SOCO/ communication plan/ key messages
9. Involve the stakeholders

Be prepared: Brief your spokesperson/ yourself/ CVO/ delegate



“Good spokespersons are made, not born”

- Prepared
- Have a compelling story to tell
- Have longstanding credibility (expertise, experience)
- Have solid reputation, past, present and sustained



Ask questions before engaging with the media

Greetings! I'm a social media specialist for online publication at People's Television Network Channel 4 (PTV-4). In line with the recent celebration of the World Vaccines Day, our team is producing a digital content that will inform the public about the benefits and information of vaccination and the process to get vaccinated.

In this regard, we thought it would be an inspiring topic for our iDokyu content. With this, we would like to schedule an on-cam **interview** with you on vaccination and everything. Here are the guide questions:

1. Ano ang Rabies?
2. Ipinapanganak bang may rabies na agad ang aso?
3. Aso lang ba ang hayop na maaring magtaglay ng rabies?
4. Ano-ano ang mga maling paniniwala ng tao tungkol sa rabies at paano ito maitatama?
5. Paano naipapasa ang rabies sa tao?
6. Ano ang epekto ng rabies sa kalusugan ng isang tao?
7. Ang hayop bang naturukan ng anti-rabies ay maaring magtaglay ng rabies?
8. Ano ang first aid na maaring gawin pag nakagat ng hayop?
9. Gaano katagal ang gamutan upang makasigurong walang rabies?
10. Anong mga hakbang ang ginagawa ng pamahalaan upang mabawasan ang rabies?
11. Anong mga hakbang ang ginagawa ng pamahalaan upang mabawasan ang rabies?
12. Anong mga hakbang ang ginagawa ng pamahalaan upang mabawasan ang rabies?
13. Anong mga hakbang ang ginagawa ng pamahalaan upang mabawasan ang rabies?
14. Anong mga hakbang ang ginagawa ng pamahalaan upang mabawasan ang rabies?
15. Anong mga hakbang ang ginagawa ng pamahalaan upang mabawasan ang rabies?
16. Anong mga hakbang ang ginagawa ng pamahalaan upang mabawasan ang rabies?
17. Anong mga hakbang ang ginagawa ng pamahalaan upang mabawasan ang rabies?
18. Anong mga hakbang ang ginagawa ng pamahalaan upang mabawasan ang rabies?
19. Anong mga hakbang ang ginagawa ng pamahalaan upang mabawasan ang rabies?
20. Anong mga hakbang ang ginagawa ng pamahalaan upang mabawasan ang rabies?

We are looking forward to receive a word regarding your response.

Sincerely,

Dear Doc Joy,

This is with regards to an **interview** with DZBB tomorrow at 8:15am (via Zoom) with Mr. Joel Reyes Zobel and Ms. Weng Salvacion:

Please see the **interview** questions below, as forwarded by the StratComm Unit:

1. May panawagan po ang egg board na pabilisin sana ang pag apruba sa bakuna vs bird flu, baket raw po natagalan, isang taon na? 2. Ano po ang update sa bird flu sa bansa? Isa raw po sa dahilan ng pagmahal ng itlog kasi maraming namatay na layers? 3. May pangamba rin ang mga hog raisers na magkaroon ng shortage sa pork sa disyembre, dulot naman ng asf? 4. Anong status po ng kampanya ngayon kontra asf?

For your information and ready reference.

Best regards,



TV5 Network Inc.
Reliance cor. Sheridan, Mandaluyong City

August 29, 2017

DRA. MA. GRACIA FLORES, DVM
Chief, Public Information Office
Bureau of Animal Industry (BAI)
Dept. of Agriculture

Dear Ma'am:

Good afternoon.

Alagang Kapatid continuously extends its reach in helping each and every kapatid, through mounting medical missions, and offering assistance to the less fortunate and during emergency cases. And in pursuit of Alagang Kapatid's mission, Cheryl Cosim anchors the program reliving the promise of providing a smorgasbord of helpful information ranging from one-on-one discussions on pressing medical issues, fitness and wellness activities, healthy recipes and practical tips on taking care of one's self and family—like the way it used to be.

segments
MVP Group
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0am -

Ask questions before engaging with the media

Why?	Why should we agree to the interview/press conference?
Who?	Who should speak, a spokesperson or a top manager?
What?	What should we say, what will our message be?
Who?	Who is our target audience? Who do we want to reach? Live to air, or taped?
When?	When is the best time to release the information?

What do they want?

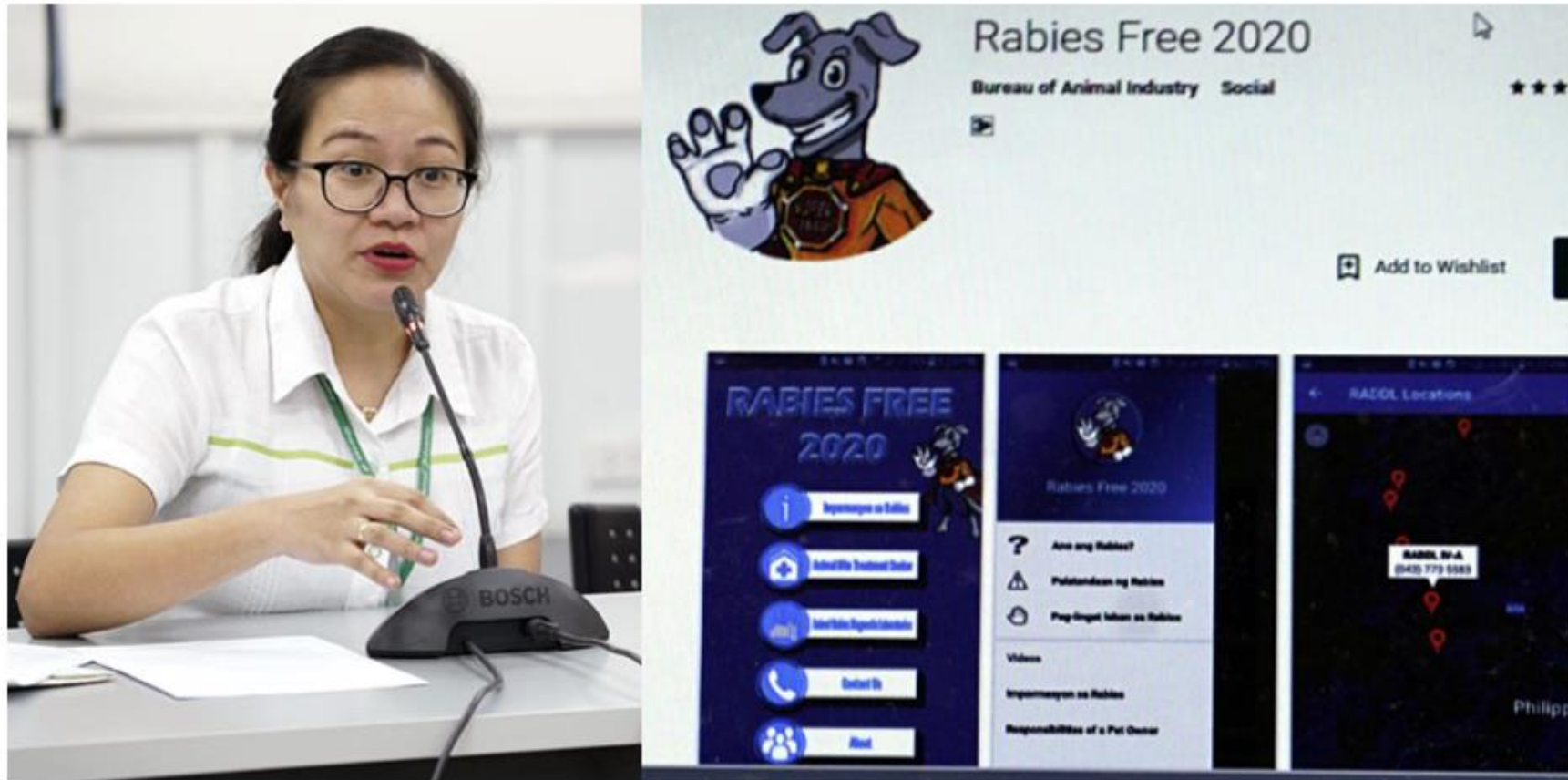
- Numbers, numbers, numbers (that are current and reliable)
- What is new
- What is unexpected, surprising, or against “trend”
- To have calls answered promptly
- Access to an expert or spokesperson who “gets to the point”
- Material in local language
- Good quotes, analysis and current information
- Photo and video images
- Respectful treatment
- Human interest stories

Numbers numbers numbers



December 18, 2017, 6:22 pm

Share [Share 0](#)



Respectful
treatment:

Press conference
with budget and
all media people
were given lunch
and snacks

RABIES FREE BY 2020. Bureau of Animal Industry-Animal Health and Welfare Division veterinarian, Dr. Maria Glofiezita O. Lagayan, announces the launching of "Rabies Free 2020" app -- a Pinoy android phone application developed through the collaborative efforts of the BAI and the Technological Institute of the Philippines (TIP) -- in a press conference held at the Department of Agriculture Conference Room on Dec. 18, 2017. The app, which aims to lessen the threat of rabies to human health through information dissemination, provides relevant information for pet owners, such as information about prevention, transmission of virus, treatment, pet owner responsibilities, locations of nearest animal bite treatment centers, and contact information of different animal diagnostic laboratories all over the Philippines. *(Photos by Ben Briones)*

NEVER lie to the media; Never say “No Comment”; No such thing as “off the record” and be careful what and how you say it, once printed/posted, it will be there (almost) forever

African swine fever alert: 3 Rizal barangays quarantined

Louise Maureen Simeon - The Philippine Star ⓘ

August 21, 2019 | 12:00am

The DA has yet to confirm if the cause of high pig mortality in the barangays was due to the African swine fever (ASF).

Last Friday, the DA received a report on “increased mortality of pigs raised by farmers in their backyards” from the Bureau of Animal Industry (BAI).

The DA is conducting confirmatory laboratory tests, including sending blood samples to laboratories abroad, to determine the cause of death of the animals.

ASF task force member and BAI veterinarian Joy Lagayan said the mortality rate in the three barangays rose by 20 percent against an average of only three to five percent.

The DA will hold a press conference today to give updates.

Not part of interview with our Director. He called me during the interview to confirm and I advised him to a closer value. However, the media quoted me instead of our Director who chose to say only 10%. I got into trouble for this.

Be relatable and confident



Seriously, no idea we'll be eating chicken and eggs, and just had lunch before this press conference with the Department of Health Secretary

DOH: PUBLIC SHOULD REPORT TO DOH-RESU ON FIRST SIGNS OF RIDD E I I SYMPTOMS

“Breaking of the egg, and biting of the chicken leg”

11:22 AM

SERENO DENIES LAVISH LIFESTYLE

ANC

SIX COMELEC COMMISS

Be relatable and confident



“Breaking of the egg, and biting of the chicken leg”



Be relatable and confident



Use of media to promote food safety. TV show promoted how to properly cook delicious poultry related meals

Be relatable and confident



KULANG ANG SUPPLY

**PAGBABAKUNA SA MGA HAYOP, PAIGTINGIN
PARA MAIWASAN ANG RABIES**



SOCIAL MEDIA | sa iWantv.com.ph

Pwede nang ma-access nang direkta ang n

Be relatable and confident

BARMIM govae t, kinondena ang isulat na... April 4, 2019 | New...



EXCLUSIVE



ANTI-RABIES VACCINE

**KASO NG RABIES SA BANSA, POSIBLENG TUMAAS LALO'T
MAY KAKULANGAN DIN NG BAKUNA KONTRA RABIES SA HAYOP**



SOCIAL MEDIA | sa mga gustong magbigay ng donasyon sa Lingkod Kapamilya, tumawag

Sometimes bad publicity is still publicity



Translation: "You all die first" – Joy Lagayan probably

Dress appropriately



Dress appropriately



Tips on Dress and Appearance

*How you look, not what you say, will make the first and perhaps most lasting impression on the television viewer: **Your clothing and appearance should distract as little as possible.** Properly used, they will reinforce what you say.*

MEN:

- **Avoid three-piece suits** - they tend to look stuffy and too formal.
- **Don't wear black suits** - they project a lack of trust.
- **Avoid extremes of colour, pattern or style** - grey and blue in particular, enhance your image.
- **Navy blue is the most flattering for almost anyone** (except persons who are very fair or light-skinned; they could prefer charcoal grey).



Tips on Dress and Appearance

MEN:

- **Stay away from printed, closely striped, or short-sleeved shirts** -> wear either a white or a pale blue shirt.
- **Wear ties that have a strong colour to them**, such as burgundy, which will reflect colour into your face.
- Make sure your tie touches your belt buckle and is straight.



Tips on Dress and Appearance

MEN:

- **Beards or moustaches should be well groomed** and not cover the upper lip.
 - Since beards and moustaches tend to hide facial expressions, compensate with facial animation.
- **If you are bald or have a receding hairline, ask for powder to avoid glare**



Tips on Dress and Appearance

WOMEN:

- Extremes are out: **avoid short skirts, flashy outfits and revealing necklines**; also avoid outfits that are too severe or colourless – they may project coldness. ❓
- **Strong colours project confidence** (royal blue, emerald green, a not-too-bright red).
- **Wear a jacket and skirt combination or a well-tailored dress**- avoid casual dresses.



Tips on Dress and Appearance

WOMEN:

- **Keep jewelry to a minimum.**
- **Don't wear sandals, open-toed shoes or wildly patterned hosiery.**
- **Avoid pure white blouses** (unless worn with a jacket) **and closely patterned stripes and prints** that can create moiré patterns on the screen.
- **Keep your hair out of your face.**



Always refer to your SOCO/ communication plan/ key messages



B BAN PORK IMPORTS, CHINA ETC.

SALAMAT
DOK

TEMPORARY BAN S
BABOY AT PROCE
BANSANG APEKT

Always refer to your SOCO/ communication plan/ key messages

CONTROL STRATEGIES

- B** Biosecurity and Disinfection
- I** Isolation and Quarantine
- R** Reporting and Surveillance
- D** Depopulation and Proper Disposal
- le** Information and Education



Mga STRATEHIYA

BAN pork imports

AVOID swill feeding

BLOCK entry

EDUCATE our people

SUBMIT lab samples



Involve the Stakeholders/ partners



Synchronization meeting, daily at 1 pm

Consultative Meeting and Workshop: National and Local Government



Department of Agriculture-Bureau of Animal Industry

Wednesday at 6:23 PM · 🌐

Mga Beterinaryo ng Ibat-ibang Bayan, Nag-usap Ukol sa African Swine Fever

(Malvar, Batangas). Mainit na pinag-uusapn ngayon ng mga beterinaryo ng gobyerno ang issue tungkol sa African Swine Fever (ASF). Nagmula pa sa Luzon, Visayas at Mindanao ang mga dumalo para palakasin ang mga programa kasama ang pagiiwas sa ASF.

Ang ASF ay isang malaking banta sa industriya ng pag aalaga ng baboy. Sa kasalukuyan, nananatili pa ring ligtas ang Pilipinas mula rito. Patuloy pa rin ang paghahanda ng pamahalaan at pribadong sektor upang hindi makapasok ang ASF sa ating bansa. Ang workshop ay pinangungunahan ng Office of the Assistant Secretary for Livestock sa pamumuno ni Dr. Enrico P. Garzon, Jr..

Ronnie Domingo

See Translation



👍❤️ Ronnie Domingo and 50 others

5 Shares

Seminar for importers and brokers



Seaport Collaborations: DA BAI, Bureau of Customs, Phil Ports Authority, Phil Coast Guard & Shipping Line Operators

Airport Collaborations: DA BAI, Manila International Airport Authority, Inter Agency Coordinating Council & Airline Catering Service Providers



October 5, 2018

Airport Collaboration: Bureau of Animal Industry & Bureau of Customs



Department of Agriculture-Bureau of Animal Industry

Tuesday at 4:53 PM · 🌐

(Tondo, Manila City). The Department of Agriculture-Bureau of Animal Industry (DA-BAI), in collaboration with the Bureau of Customs (BOC), conducted an orientation seminar and inter-agency meeting on African Swine Fever (ASF) at the BOC District Collector Conference Room, Manila International Container Port, Tondo, Manila on January 29, 2019.

The said activity was held to give the partner agencies and stakeholders an in-depth understanding on the threat of ASF and preventive actions being done by DA-BAI. It also aimed to strengthen the collaboration between the agencies for an effective implementation of ASF control measures.

January 29, 2019

KISS (Keep It Simple and Short)

- **AGL-4 (Average Grade Level Minus 4 Years)**

- Roughly 12 years old

- **R3 (Rule of Three)**

- 3 Messages, 3 Supporting facts for each message, and 3 Repetitions

- **27/9/3 (27 Words, 9 Seconds, 3 Messages)**

- The human brain stops comprehension after, whichever comes first



Other Tips

1. Be polite; never lose your temper
2. Use your pause, and note your pace and tone
3. If you don't know the answer, say so and offer to find it out; If you cannot tell the truth, don't be evasive
4. If you cannot give information, say why; Stick to your area of responsibility.
5. Answer the reporter's questions but return to your message track.
6. If you are not sure of the question, ask the reporter to repeat it.
7. Stick to the facts - keep your opinions out of it.
8. Stick to the issue and avoid jargon
9. Repeat your messages. Increase repetition, increases chance of seeing the message in the final news story.
10. Respect the reporter's deadlines; message/ call back when you promised.

