WOAH SRR-SEA capacity building on risk analysis for transboundary animal disease control purposes in Southeast Asia

World Organisation for Animal Health

Australian Government
Department of Agriculture, Fisheries and Forestry

UNIT 8
RISK COMMUNICATION AND PERCEPTION

Department of Emerging diseases and Global health

Animal Health Research Centre (CISA)

Institute for Agronomic and Food Research (INIA)

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Outline

- Definition
- Risk perception and its influencing factors
- Stakeholder identification
- Adapting communication strategies based on perception
- Knowledge check questions
- Resources

- ✓The focus of this unit is to understand **how different stakeholders perceive risk** and how to **communicate effectively** with them. The objective is to be able to build **long-term trust and understanding** among stakeholders.
- ✓We will approach the challenges of differences in perception, cognitive biases, and trust issues affecting communication.
- ✓For example, to educate farmers about the risks of animal disease and prevention strategies before an outbreak occurs




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Risk Communication Definition

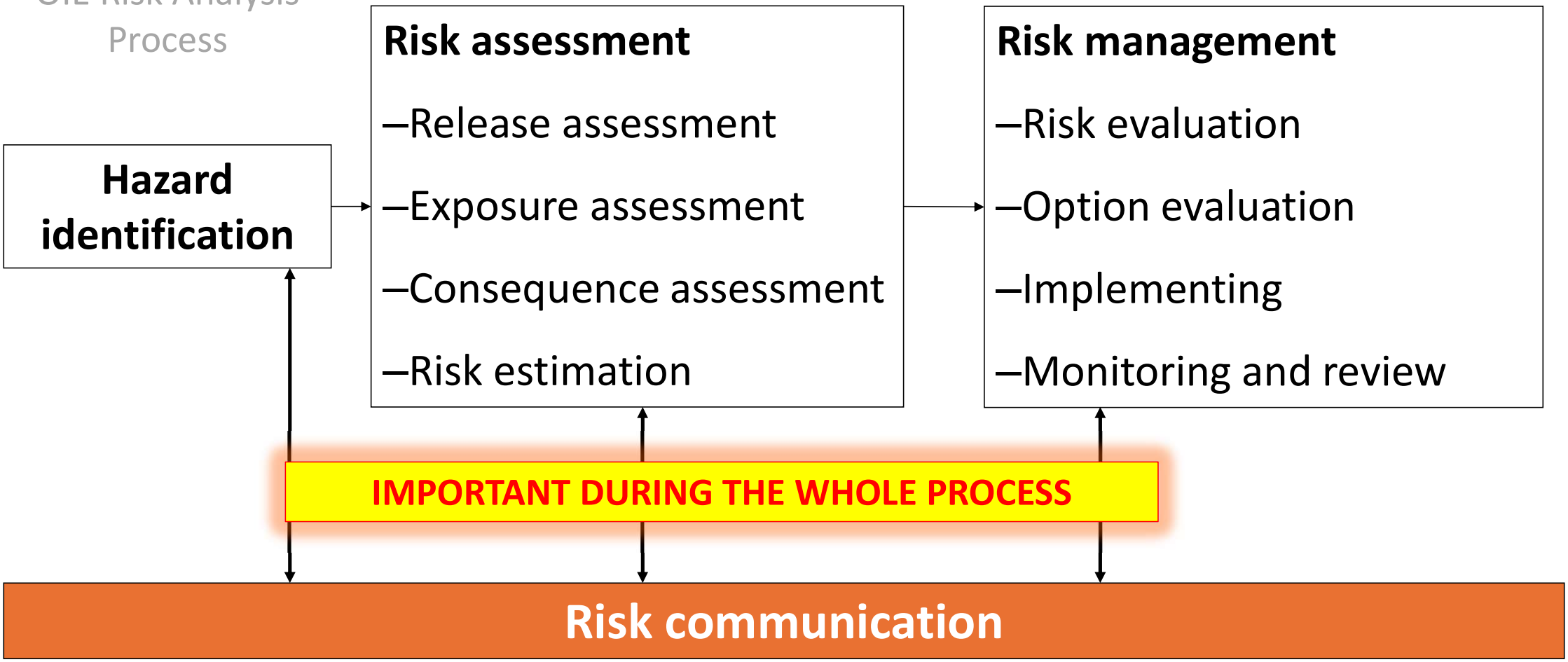
An interactive process for **exchanging information and opinions**

[on the hazard, risk assessment results, and risk management options]

between risk evaluators, risk managers and other interested parties

*[**those affected by the risk or by the control options** to manage that risk]*

OIE Risk Analysis Process



Risk Communication: Key elements

TRANSPARENCY. Clear and honest information

TIMELINESS. Sharing information promptly to minimize the risk

AUDIENCE-SPECIFIC. Tailoring messages based on stakeholders

TWO-WAY COMMUNICATION. **Dialogue** rather than just information dissemination

Risk Communication: Key elements

- **TRUST**
- **CREDIBILITY**

Trust and credibility are essential for effective risk communication, especially in animal disease management

Trust can be build based on transparency, community engagement, personal relationships, empathy, understanding…
Credibility is stronger when it is evidence-based, expressed with facts, and consistently

- *Farmers may trust local veterinarians or agricultural extension officers more than government officials.*
- *Instead of saying, "This disease will not spread," a more credible statement is, "We are closely monitoring the situation and will update you as we learn more."*
- *Inconsistencies in messaging, even if well-intended, and incoordination, can undermine credibility.*

Exercise on trust and confidence

Trust or mistrust?:

Government agencies openly sharing data about disease outbreaks

Authorities failing to disclose disease outbreaks early

Science-based, consistent, and updated information.

Shifting recommendations

Information delivered by local veterinarians rather than by government officials.

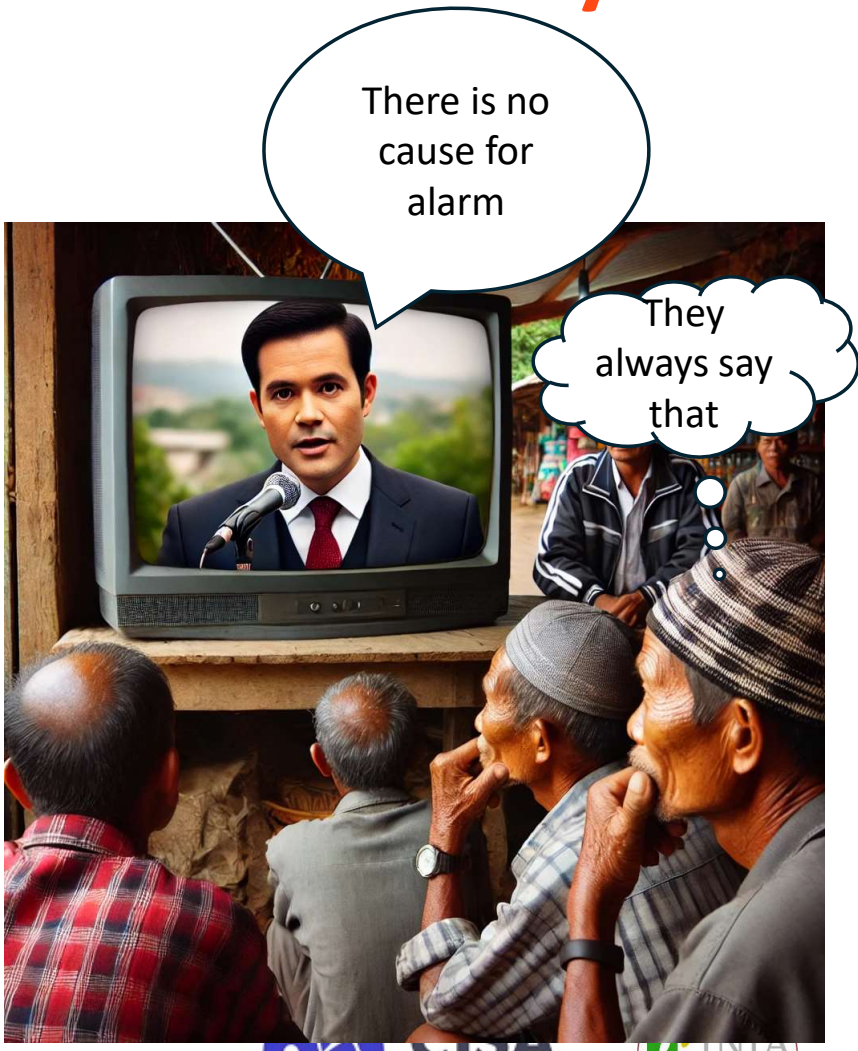
Saying, “This disease will not spread”

Saying “We are closely monitoring the situation and will update you as we learn more.”

Inconsistencies in messaging, even if well-intended

Uncoordinated messaging.

A story about building trust and credibility



I'm not selling my chicken until I know what is happening

If I report, I might loose everything. But if I don't, what if it spreads?

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Avian flu does not spread through cooked poultry. We can protect you and your flocks!
How do we trust you?
I will show you how to vaccinate your birds and protect the village!


I will show you how to vaccinate your birds and protect the village!

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So if I report the disease I won't loose everything?
No, there is compensation for collaborating to fight the disease


We should have been more transparent. We are here to help
That is what we need

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BUILDING TRUST AND CREDIBILITY. Key elements

Transparency

Credible experts

Community engagement

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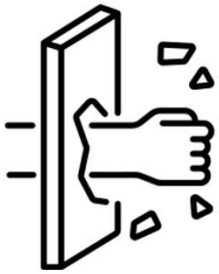
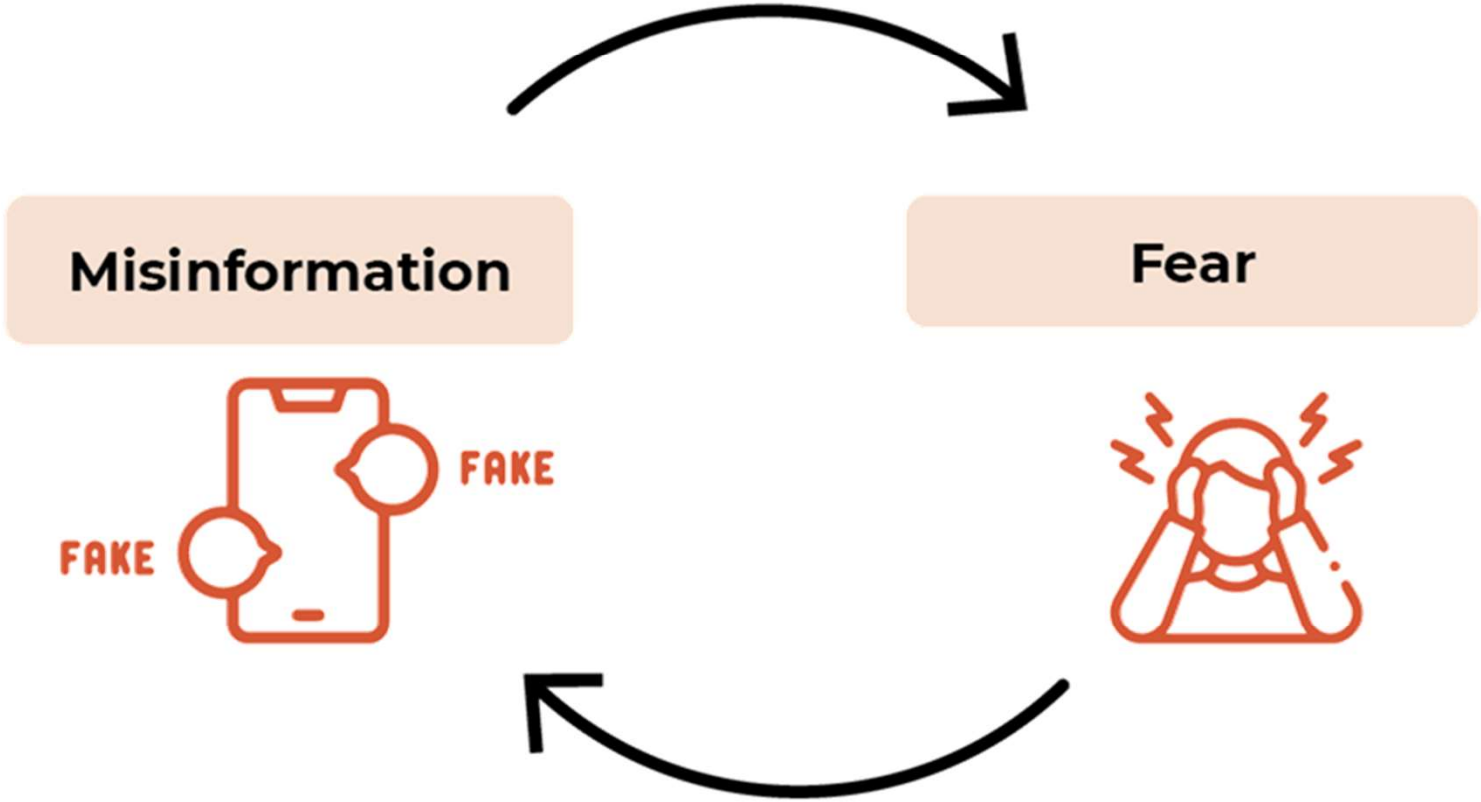


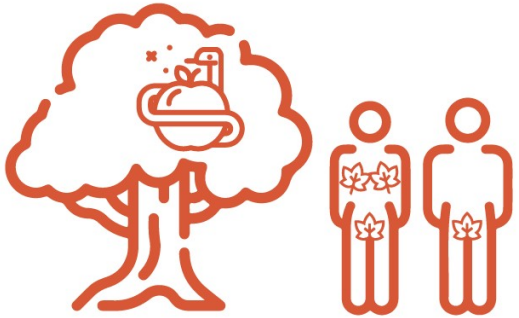
BREAKING TRUST AND CREDIBILITY. Key elements



Risk Perception

Risk perception refers to how people interpret and react to risks

Is it healthy to eat one apple a day??

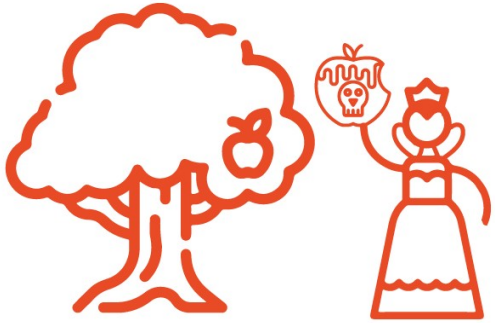


"I'm not sure if it's healthy, but eating apple has brought us trouble"

Adam and Eve

"OF COURSE!!!"

Apple producers



"Definitively NOT!"

Snow White

Credit: Cecilia Kindelán

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Risk Perception: influencing factors

- **Personal Experience:** having experienced or not an outbreak
- **Knowledge:** understanding transmission and prevention
- **Cultural and social influences:** norms and traditions
- **Trust and confidence in Authorities**
- **Cognitive bias or values:** believe information that aligns with values

Stakeholders' interests and influence

Risk Perception: how does it affect compliance?

Uncompliance, i.e. delayed reporting

UNDERESTIMATION: "the risk is low" (when it is not)

"It won't happen to me"

"My animals look healthy"

"I know better"

"We have always dealt with it this way"

"I already vaccinated my animals not so long ago"

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Risk Perception: how does it affect compliance?

OVERESTIMATION: "the risk is very high" (when it is not)
= FEAR

"Panic-slaughter" (sending animals to slaughter to earn something before the area is declared infected if there is a suspicion) → Risk of spread

Stopping consumption → Economic harm

Stakeholders






Different interests, different risks and perceptions

- **Different management**
- **Different culture**
- **Different purpose**

Who are the stakeholders in risk-based disease control?

- People in contact with animals at risk
- People **interested** in the assessment in animals at risk
- People that can **contribute to spread** an animal disease
- People **affected** by risk management options
- Risk communicators
- People **who can influence the success or failure of a control programme**





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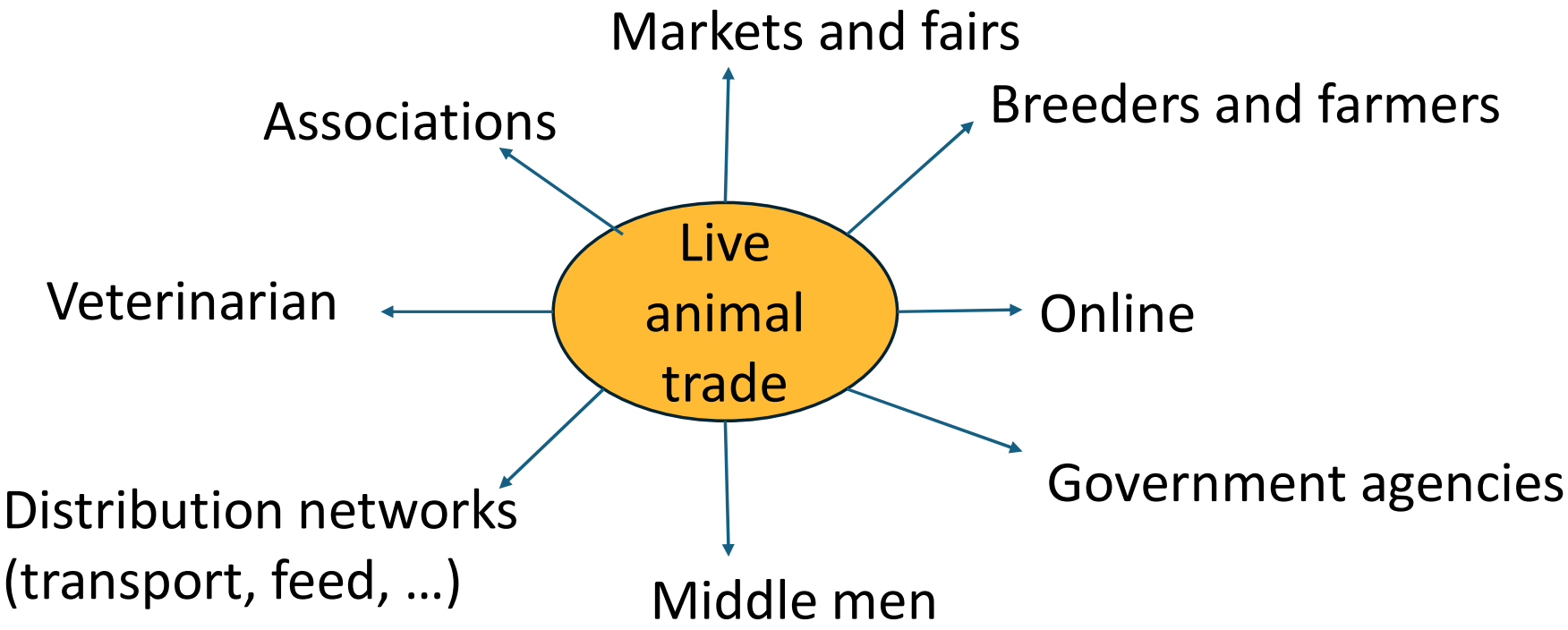
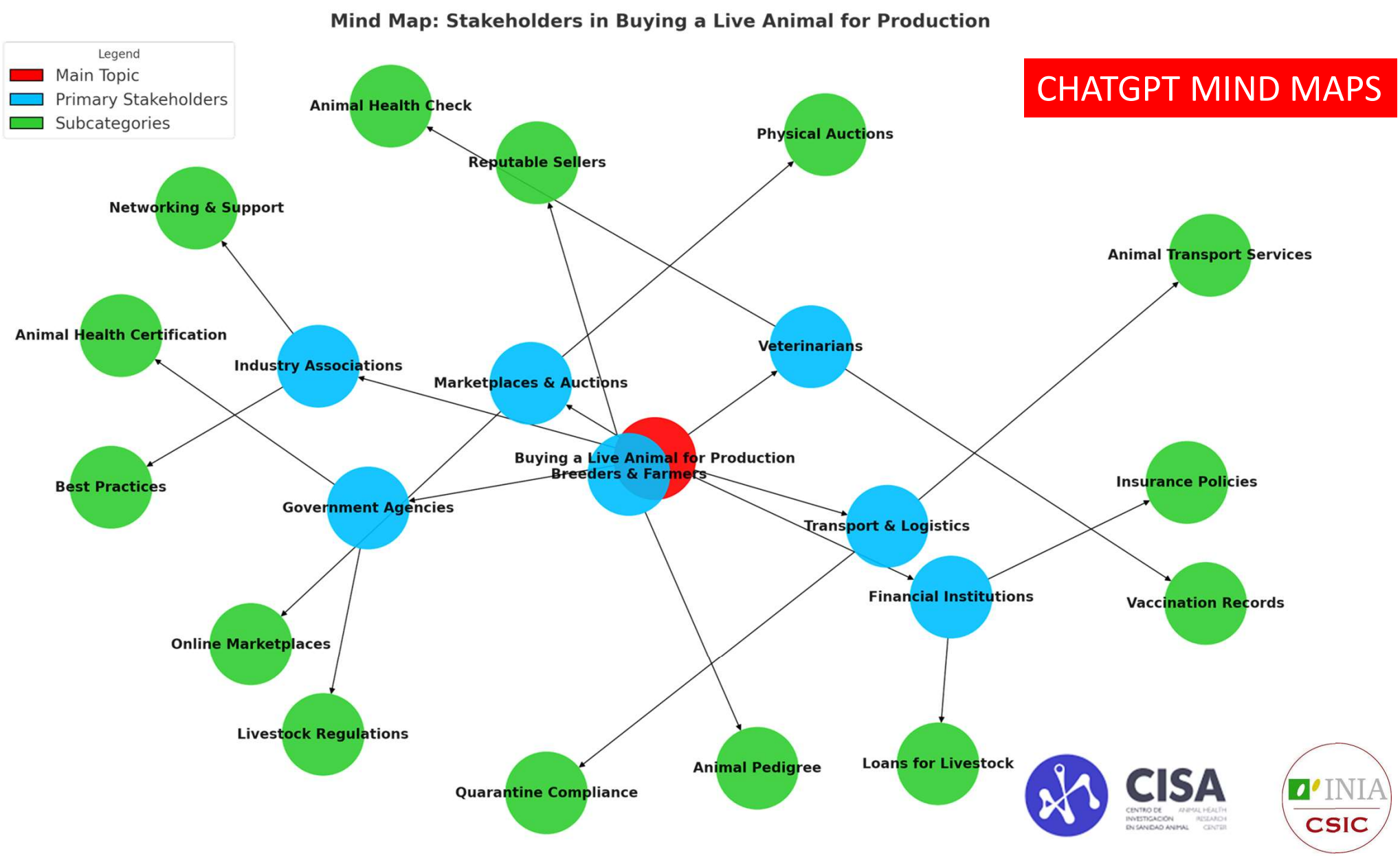
Identification of stakeholders

- List the potential stakeholders where you would look for or who would you ask for help to purchase an animal for production
- List all the potential stakeholders that should know about African swine fever situation
- List all the potential stakeholders related to the pork value chain

Identification of stakeholders

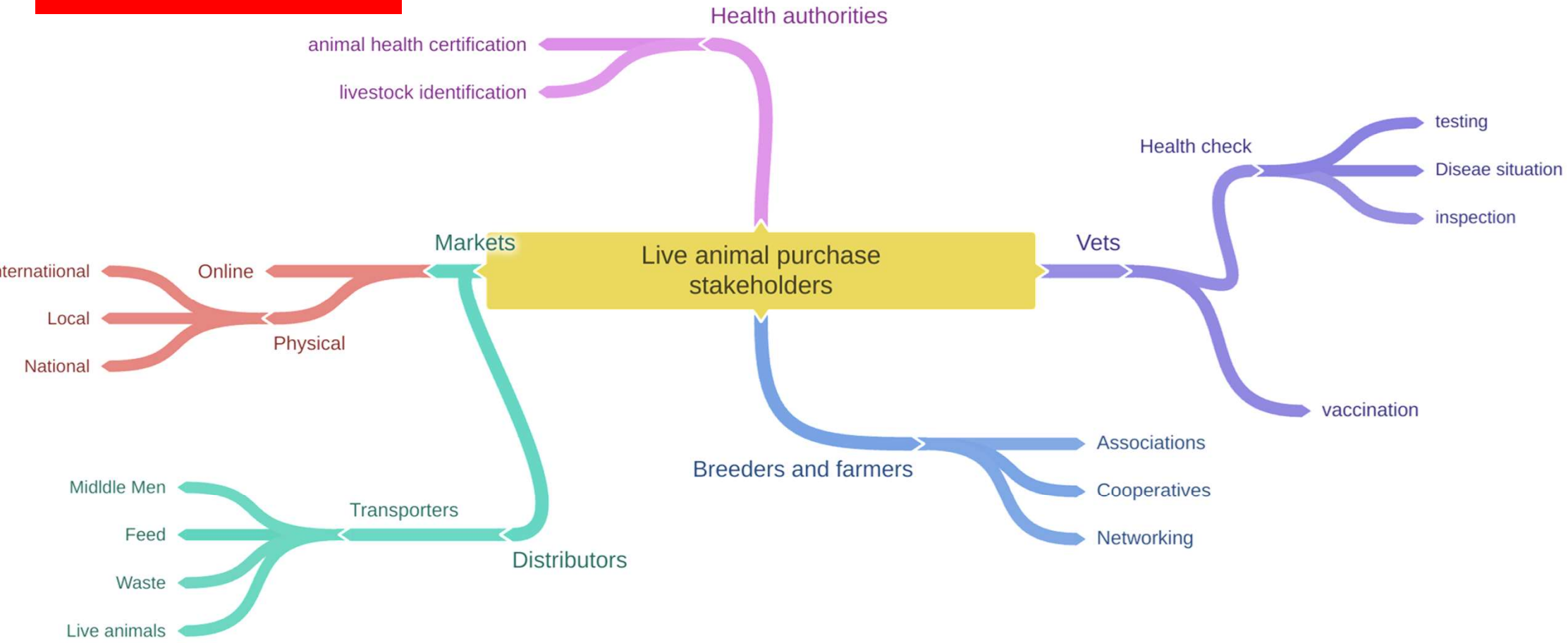
MANUAL DIAGRAMME



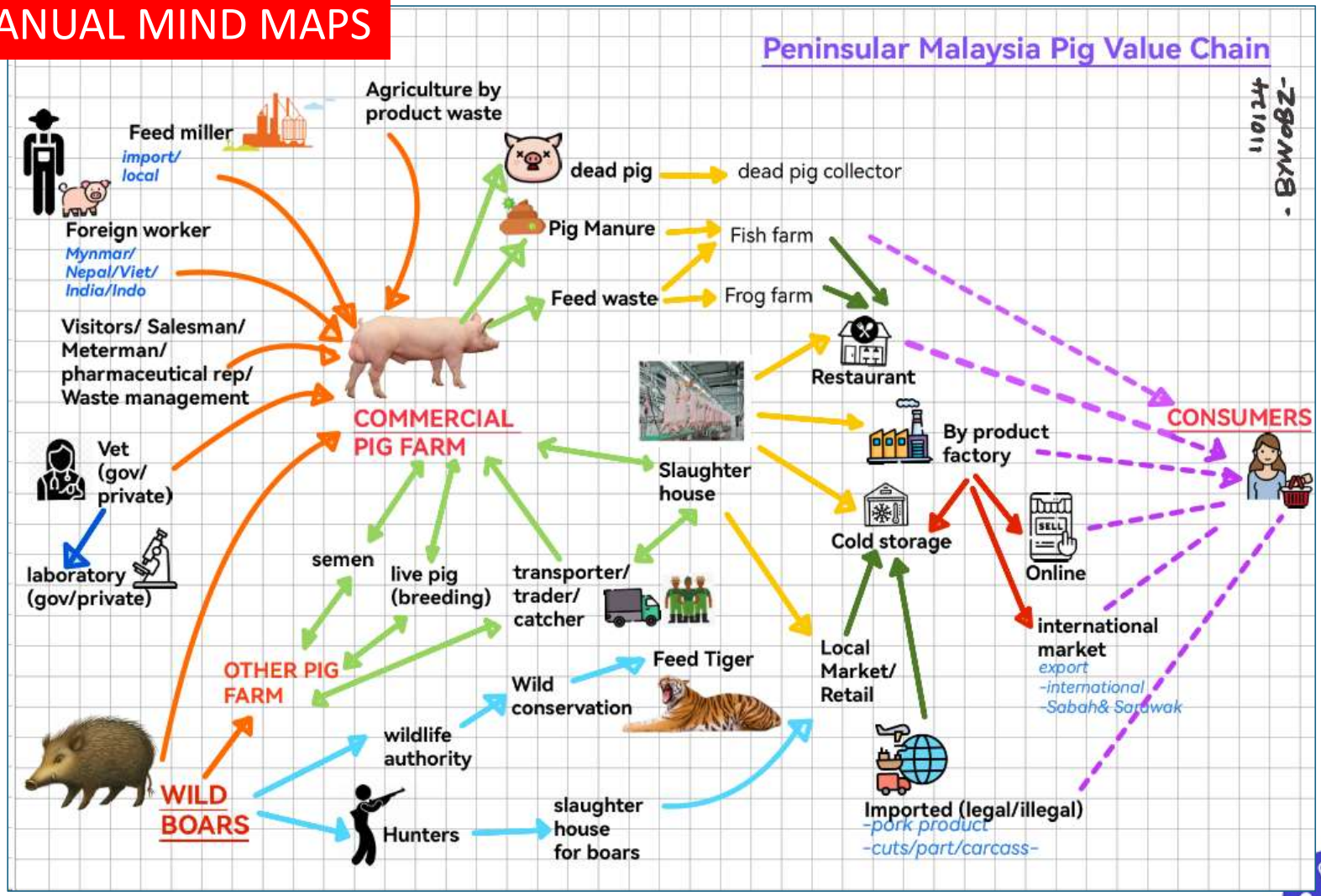


CHATGPT MIND MAPS

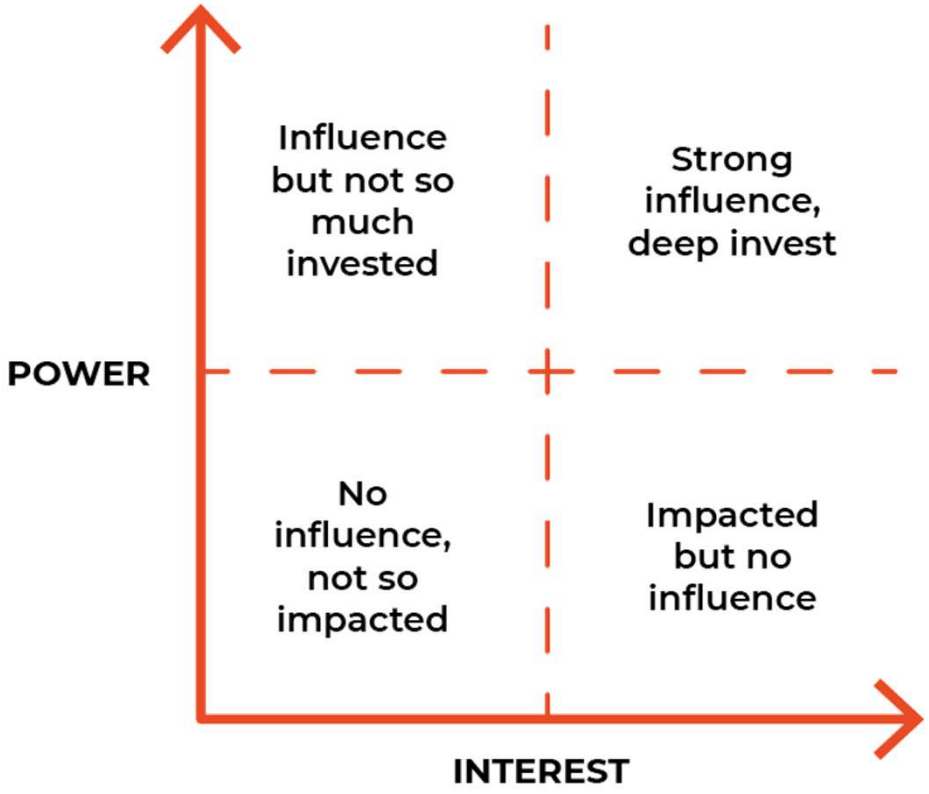
COGGLE MIND MAPS

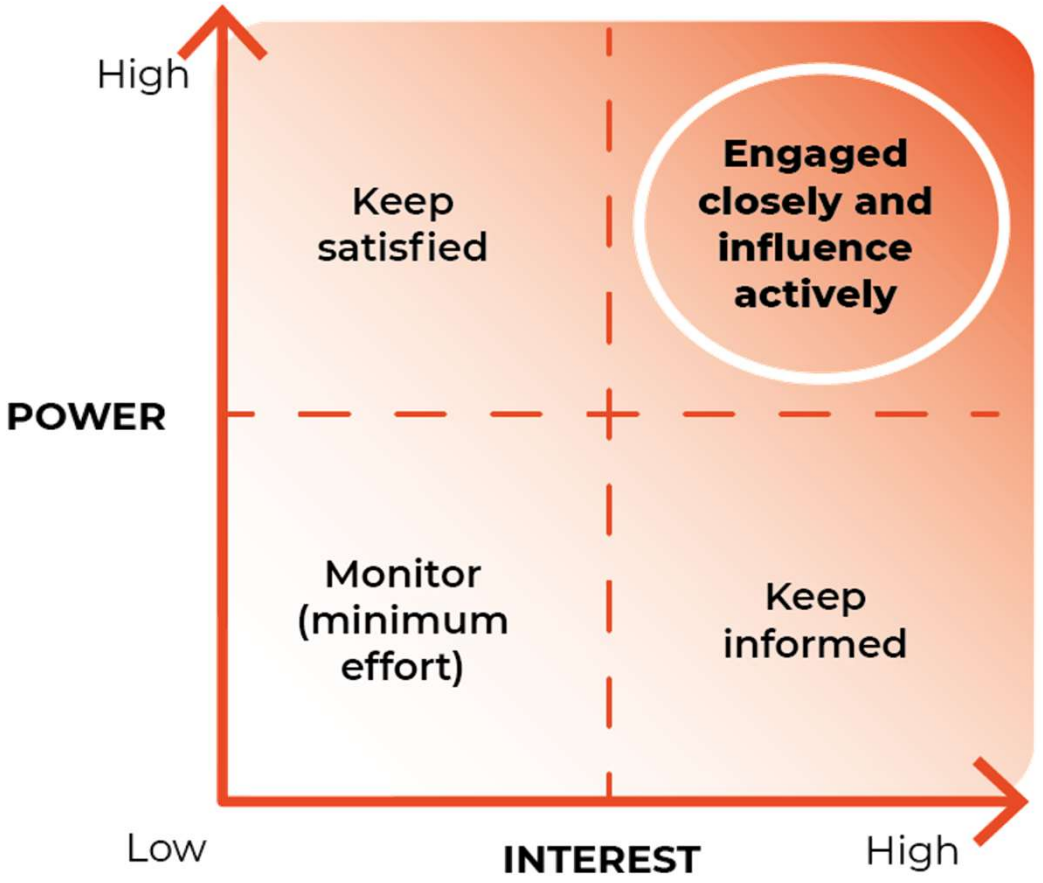


MANUAL MIND MAPS



Mapping of stakeholders





Mapping of stakeholders: exercise

Below are different **stakeholders** involved in disease control risk analysis.

- Ministry of Agriculture & Livestock
- WOAH and other international organisations
- ASEAN and other trade organisations
- Local Veterinarians & Animal Health Workers
- Smallholder Farmers & Livestock Owners
- Consumers & Local Communities
- Large Agribusiness Companies (e.g., CP Foods, Charoen Pokphand Group)
- Government Trade & Economic Ministries
- Military or Law Enforcement
- Traditional Healers & Informal Livestock Buyers
- Media & Journalists
- Supermarket Chains & Food Retailers
- General Public
- Money lenders

Semiquantitative variant:

1) Rank Influence from 1 to 4, being 1=no influence, 2= some influence, 3= significant influence, 4= strong influence
2) Rank Power from 1 to 4, being 1=no interest, 2=some interest, 3= significant interest, 4= high level of interest
3) Place each stakeholder in its correspondent grid on the chart

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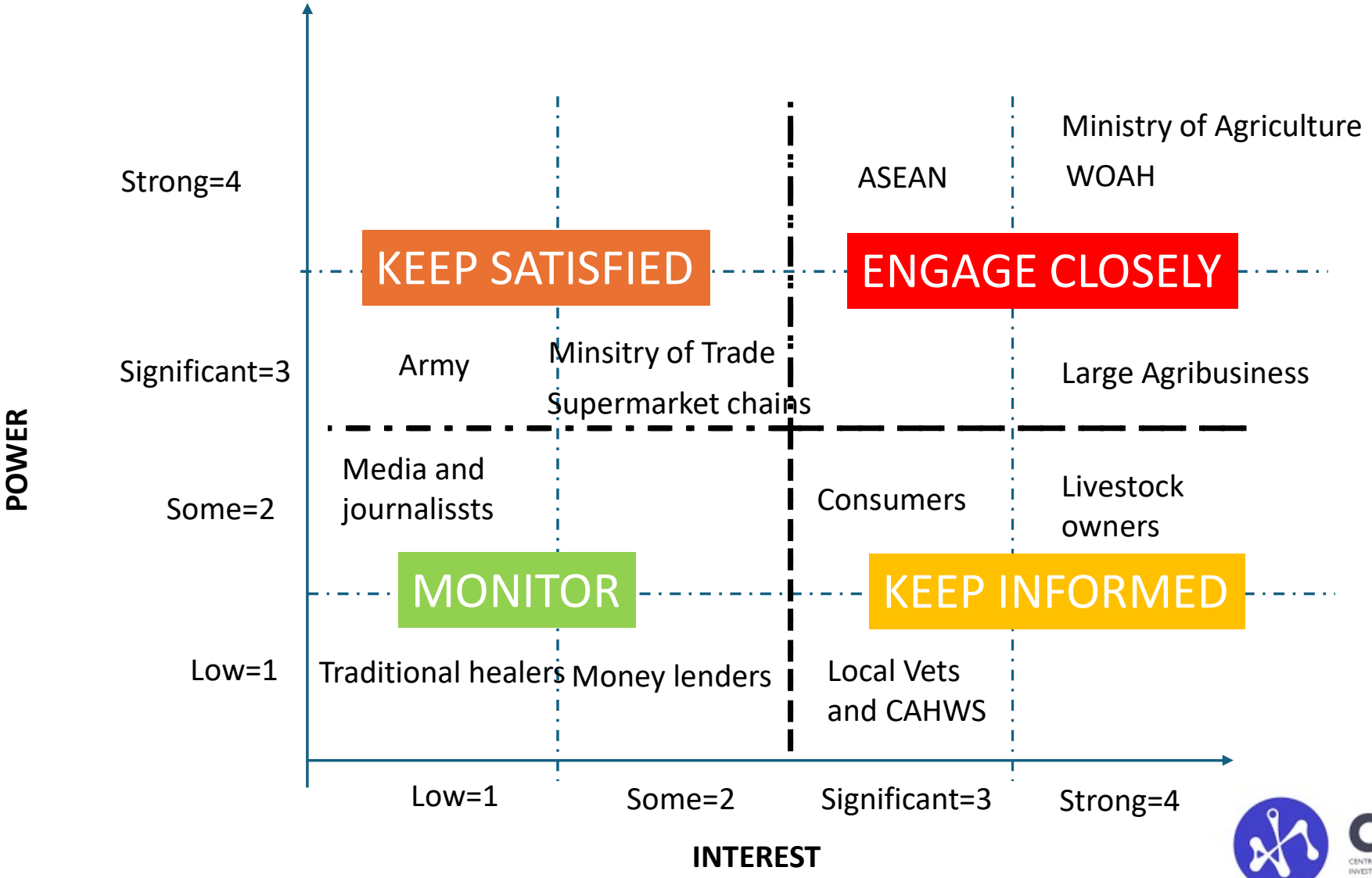
Stakeholder	POWER	INTEREST	Quadrant
Ministry of Agriculture & Livestock	4	4	ENGAGE CLOSELY
WOAH	4	4	ENGAGE CLOSELY
ASEAN	4	3	ENGAGE CLOSELY
Local Vets and CAHWS	1	3	KEEP INFORMED
Livestock owners and smallholders	2	4	KEEP INFORMED
Large Agribusiness	3	4	ENGAGE CLOSELY
Minsitry of Trade	3	2	KEEP SATISFIED
Army	3	1	KEEP SATISFIED
Traditional healers	1	1	MONITOR
Media and journalissts	2	1	MONITOR
Supermarket chains	3	2	KEEP SATISFIED
Consumers	2	3	KEEP INFORMED
Money lenders	1	2	MONITOR


Strong=4
Significant=3
Some=2
Low=1
POWER
KEEP SATISFIED
ENGAGE CLOSELY
MONITOR
KEEP INFORMED
Army
Minsitry of Trade
Supermarket chains
ASEAN
Ministry of Agriculture
WOAH
Large Agribusiness
Media and journalissts
Consumers
Livestock owners
Traditional healers
Money lenders
Local Vets and CAHWS
Low=1
Some=2
Significant=3
Strong=4
INTEREST

Adapting risk communication to each stakeholder

POLICY-MAKERS

Risk Perception

Concerned about **economic impact**, **trade restrictions**, and **health risks**

Need **scientific evidence** and **cost-benefit analysis** to make decisions.

Faces **pressure from industries and international bodies**

Adapting risk communication to each stakeholder

Communication strategy

POLICY-MAKERS

Use policy briefs and data-driven reports → Present disease impact in terms of economics, food security, and trade.

Engage through high-level meetings and conferences → Direct involvement in regional/global discussions

Align messages with international standards

Use crisis simulations → Help officials understand worst-case scenarios and prepare effective responses.

Adapting risk communication to each stakeholder

Risk Perception

LARGE AGRIBUSINESS AND COMMERCIAL FARMS

Prioritize **profitability**, **biosecurity**, and **supply chain stability**.

Often **resistant to strict regulations** if they increase costs.

More likely to **invest in biosecurity measures** than smallholder farmers

Adapting risk communication to each stakeholder

Communication strategy

LARGE AGRIBUSINESS AND COMMERCIAL FARMS

Highlight cost savings & risk reduction → Show how disease outbreaks **affect profits** and how prevention reduces financial loss.

Use business-centered messaging → "Protect your investment through better biosecurity."

Encourage industry self-regulation → Partner with **agribusiness leaders** to enforce **TAD control** internally.

Incentivize → Offer **insurance subsidies or compensation programs**

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Adapting risk communication to each stakeholder

Risk Perception

SMALLHOLDERS

Directly impacted by TAD outbreaks but may lack understanding of disease risks.

Fear of losing livestock without compensation → May **hide disease outbreaks** to avoid financial ruin.

Trust local networks (veterinarians, traders) more than government officials.

Adapting risk communication to each stakeholder

Communication strategy

SMALLHOLDERS

Use simple, relatable messages → Focus on **“protecting family livelihood”** rather than scientific terms.

Leverage trusted local leaders → Work with **community veterinarians and farmer cooperatives** to spread messages.

Use interactive, visual tools → Radio, storytelling, videos, and **community meetings** work better than official reports.

Ensure **compensation schemes** are clearly communicated.

Adapting risk communication to each stakeholder

Risk Perception

VETS AND CAHWS

Recognize **disease risks** but may feel **under-resourced** and overwhelmed.

Have **scientific knowledge** but need **clear protocols and reporting mechanisms**.

Adapting risk communication to each stakeholder

Communication strategy

VETS AND CAHWS

Provide updated disease guidelines & SOPs → Make policies **accessible and practical**.

Empower local veterinarians as key messengers → They are **trusted by farmers** and can **reinforce preventive measures**.

Use mobile apps for disease reporting → Simplify case tracking and **fast-track diagnostics**.

Support continuous training programmes → Keep them engaged with **workshops, certifications, and peer networks**.

Adapting risk communication to each stakeholder

Risk Perception

TRADERS,
TRANSPORTERS,
MARKETS,
SLAUGHTERHOUSES

Interested in profits and market stability rather than disease prevention.

May **resist movement restrictions** that affect business.

Often rely on **informal networks** rather than government directives.

Adapting risk communication to each stakeholder

Communication strategy

TRADERS, TRANSPORTERS, MARKETS, SLAUGHTERHOUSES

Target economic impact messaging → "TAD outbreaks reduce demand and hurt sales."

Incentivize compliance → Offer **tax breaks or business permits** for traders that follow biosecurity rules.

Use checkpoints & rapid response teams → Enforce **real-time monitoring** of livestock movement.

Develop trader-friendly mobile alerts → Use **SMS or WhatsApp updates** to notify about disease zones.

Adapting risk communication to each stakeholder

Risk Perception

Fear-driven perception fueled by media

Often **confuse human and animal disease risks**.

Seek **quick, clear information** but **may fall for misinformation**.

GENERAL PUBLIC AND CONSUMERS

Adapting risk communication to each stakeholder

Communication strategy

GENERAL PUBLIC AND CONSUMERS

Use social media, infographics, and public service announcements → Counter misinformation quickly.

Engage food safety authorities → Ensure they provide **clear guidelines on consuming animal products**.

Focus on human health protection → "Safe handling & cooking methods reduce risk."

Debunk myths using expert voices
→WOAH and veterinarians should be primary communicators.

Adapting risk communication to each stakeholder

Risk Perception

DONORS

Want **evidence-based strategies** for funding.

Look for **long-term sustainability** in disease control programmes.

Require **inter-agency collaboration** for impact.

Adapting risk communication to each stakeholder

Communication strategy

DONORS

Provide impact assessments & data reports → Use **scientific evidence** to justify funding.

Engage in regional/global forums → Work through **ASEAN, WOAH, and FAO platforms**.

Showcase success stories → Highlight **TAD-free zones and best practices** from funded programs.

Conclusion: Customizing Risk Communication for TAD Control

- **One-size-fits-all communication does not work. TAD control strategies must be tailored** based on **stakeholder perception** and **level of influence**.

- **Trust and engagement matter.** Using **local influencers, veterinarians, and business leaders** can improve compliance.

- **Economic messaging is key.** Framing disease control in terms of **profit, stability, and market access** resonates more with businesses and policymakers.

- **Technology enables rapid communication. SMS, WhatsApp, and mobile apps** can help bridge the information gap

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