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Communication Officers

Reinforcing communication
efforts on African swine fever

oie

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gettyimages
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Global impact



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African swine fever: A global threat

- Increased and rapid international transmission in the last two years
- Currently present in Africa, Europe and Asia
- Massive socioeconomic impact in Asia
 - Region with the biggest pork production in the world
 - +6.7 million pigs culled between 2018 and 2020 (only in Asia)
- Small-scale producers are particularly affected
- Heavy international trade restrictions
- Threatens food security worldwide
- Transmission is mostly anthropogenic (with many actors involved)
 - Sensibilisation → prevention
- OIE launched awareness campaign in 2019 to prevent spread of ASF



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OIE awareness campaign



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Campaign's objectives:

All actors involved are aware of and take the necessary precautions to prevent the further spread of ASF.



Key messages:

- ASF is a **deadly** disease in **domestic** and **wild pigs**
- It is not a danger to human health but can cause severe **economic losses**
- The virus is highly **resistant** in the environment and in pork products
- There is **no vaccine** – **Prevention is crucial**

Key messages

Call to action



TAKE PRECAUTIONS to prevent the spread of ASF:

- *Respect* biosecurity measures
- *Do not carry* pigs or pork products when travelling
- *Declare* any suspicious case to the veterinary authorities

DO NOT BE THE CARRIER OF A DEADLY PIG DISEASE



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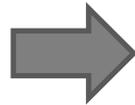
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Target audiences

Five stakeholders were included so far:

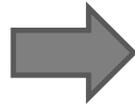


Regular contact to domestic pigs



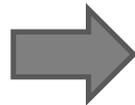
- Small backyard pig farmers
- Commercial pig farms

Contact to wild boar



- Hunters

Involved in the transport of pigs and pork products



- Travellers
- Transport authorities and check point staff

Tools



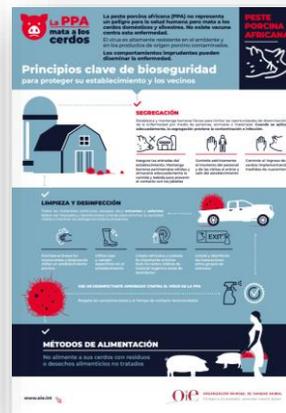
General poster



Posters per audience



Infographic



Leaflet

- ✓ Tools are available in 5 languages (English, Spanish, French, Thai, Lao, Cambodian, Vietnamese, Russian and Chinese)
- ✓ +60 countries have used the campaign
- ✓ Tools have been translated to other 16 languages



Social media toolkits



Videos



Material for airlines

Find all the tools
HERE



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Enlarging the scope of the communication campaign

Communication objectives

- To change behaviours and improve farming practices
- Strengthen preparedness and response capacities to ASF of small and large-scale pig producers



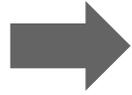
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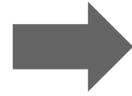
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Objectives for the different target audiences

Farmers



Farmers adopt biosecurity measures

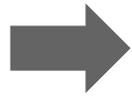


Farmers execute established disease control measures

Veterinarians

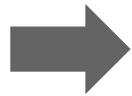


Veterinarians report ASF cases in their premises



Veterinarians, VPPs, and farmers are able to recognise ASF signs.

Veterinary Services



Implement control measures at national level



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New Tools

Slogans Proposal



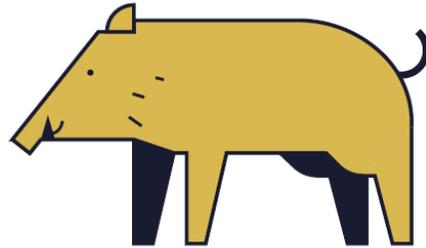
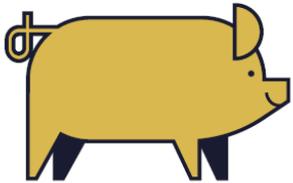
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New Characters

| Animals



| Characters



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Biosecurity tools (GIFs, stickers, leaflet)



**AFRICAN
SWINE
FEVER**

Apply the good biosecurity practices



Secure the farm entrances. Maintain robust perimeter barriers and properly store food/water to prevent wild boar contact.



Strictly control staff and visitor movement on and off farm.



Take a shower or wash hands prior to and after visiting a pig farm.



Control the entry of pigs by implementing quarantine measures.



Wear dedicated clothing and footwear on the farm.



Clean vehicles and footwear. It is important to remove all visible organic material before disinfecting.



**Hygiene
prevents
ASF**



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Biosecurity tools



Declare any suspicious case (dead or alive) to the Veterinary authorities.



Respect sanitary precautions in your farm and at markets.



Do not feed untreated swill or kitchen scraps containing meat to your pigs.



Prevent direct or indirect contact with wild boar. Implement quarantine measures for new pigs on farm.



Clean and disinfect any materials you share with other farms and wild pigs hunters.



Prevent visitors from having unnecessary indirect or direct contact with your pigs.



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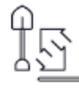
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Biosecurity tools

Leaflet, stickers, GIFs



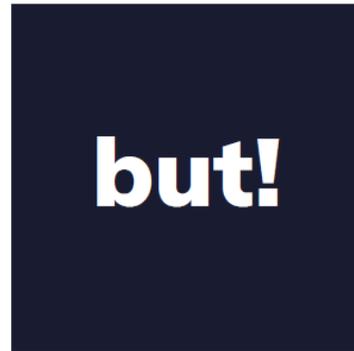
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Detection and Surveillance Tools

Featuring social media tools (cards, leaflet & GIFs)



Control Tools

Factsheet, leaflet, infographics



Promotional items...



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Thank you for your attention



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