## Risk communication experience on African Swine Fever in SEA

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International Livestock Research Institute

OIE webinar on ASF for South East Asia: Risk communication
Thursday 1 August 2019, 2 pm Bangkok time







#### Outline

- ASF situation
- Communication activities in SEA
- Lessons learnt and conclusions





# FOOD and Agriculture Organization of the United Nations

# FAO Animal Health Service ASF situation update

# **ASF** situation in Asia update

25 July 2019, 09.00 hours; Rome

map do not imply the expression of any opinion whatsoever on the part of FAO concerning the legal or constitutional status of accuracy, completeness or authenticity of the information. The designation employed and the presentation of material on the multiple national (Ministries of Agriculture or Livestock, Local governments and international sources (World Organisation for Animal Health [OIE]), as well as peer-reviewed scientific articles. FAO makes every effort to ensure, but does not guarantee, appears in red. For cases with unknown onset date, reporting date was used instead. FAO compiles information drawn from Information provided herein is current as of the date of issue. Information added since the last ASF China situation update any country, territory or sea area, or concerning the delimitation of frontiers.

Hazard: African swine fever (ASF) is a viral disease affecting pigs and wild boar with up to 100% case fatality rate. Affected Provinces:

Chongqing, Shanghai and Beijing Municipalities, Inner Mongolia, Ningxia Hui, Guangxi Zhuang, Xinjiang Uygur and <u>China</u>: Anhui, Heilongjiang, Henan, Jilin, Liaoning, Jiangsu, Zhejiang, Shanxi, Yunnan, Hunan and Guizhou, Hubei, Jiangxi, Fujian, Sichuan, Shaanxi, Qinghai, Guangdong, Gansu, Shandong and Hainan Provinces, Tianjin, Tibet (Xizang) Autonomous Regions and Hong Kong Special Administrative Region.

Cai, An Giang, Ha Tinh, Quang Nam, Dak Nong, Kien Giang, Soc Trang, Dong Thap, Gia Lai, Ha Giang, Tuyen Quang, Binh Duong, Ca Mau, Quang Ngai, Dak Lak, Tien Giang, Kon Tum, Bac Lieu, Bình Đinh, Tra Vinh, Binh Thuan, Quang Binh, Long An, Phu Yen, Ba Ria - Vung Tau, Lam Dong, Ben Tre, Tay Ninh Provinces, Hai Phong, Ha <u>Viet Nam</u>: Hung Yen, Thai Binh, Thanh Hoa, Ha Nam, Hai Duong, Dien Bien, Hoa Binh, Thai Nguyen, Quang Ninh, Ninh Binh, Nam Dinh, Bac Kan, Lang Son, Nghe An, Son La, Bac Ninh, Thua Thien-Hue, Bac Giang, Lai Chau, Quang Tri, Vinh Phuc, Cao Bang, Khanh Hoa, Hau Giang, Vinh Long, Dong Nai, Phu Tho, Yen Bai, Binh Phuoc, Lao Mongolia: Bulgan, Darkhan-Uul, Dundgovi, Orkhon, Selenge, Töv Provinces and Ulaanbaatar Noi, Can Tho, Da Nang and Ho Chi Minh Cities (†: Source: media information)

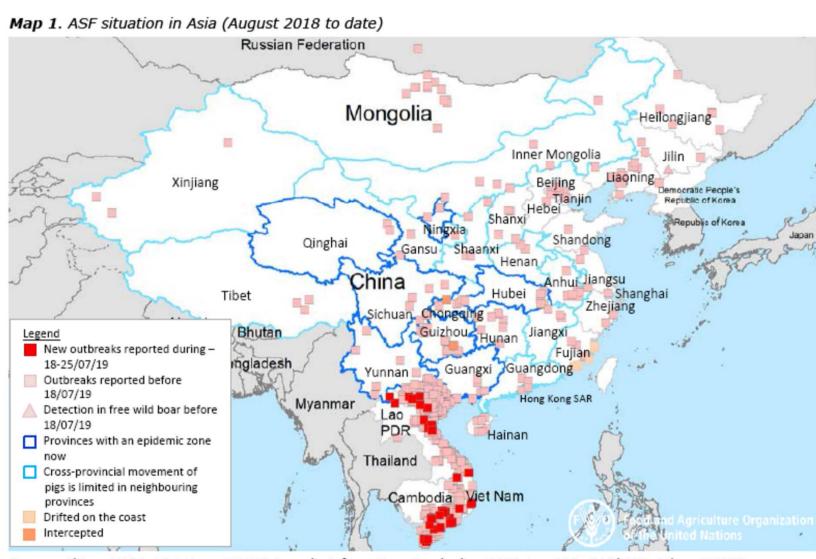
Cambodia: Ratanakiri, Tboung Khmum, Svay Rieng, Takeo and Kandal Provinces

Democratic People's Republic of Korea: Chagang-Do

Lao People's Democratic Republic: Salavan, Savannakhet, Phongsaly Provinces, and Vientiane Capital

Viet Nam: Since the Ministry of Agriculture and Rural Development (MARD) confirmed its first ASF outbreak on 19 February 2019, a total of 62 provinces/cities reported outbreaks, about 3,700,000 pigs have been culled.

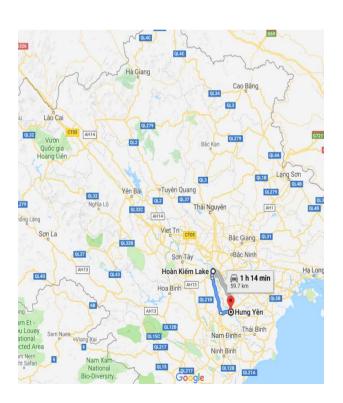
#### ASF outbreaks

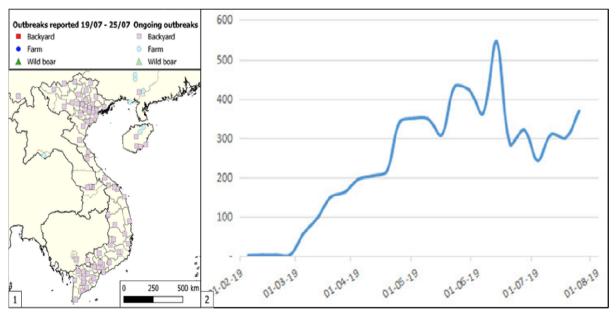


Source: China: MARA, Viet Nam: WAHIS & media information, Cambodia: MAFF, Lao PDR: DLF/MAF, Other: WAHIS

#### ASF outbreak in Vietnam

- First outbreak on 1 Feb 2019, a household in Hung Yen province reported sick pigs with high fever and death pigs, 60km from Hanoi and about 217km from Tan Thanh border gate to China
- More than 3,800,000 pigs have been culled in response to the outbreak in 62 provinces.





Number of newly ASF affected communes per week and ongoing outbreaks reported for the period of 19 to 25 Jul 2019 in Vietnam.

Source: FAO. OIE and FAO, 2019,

http://www.rr-asia.oie.int/disease-info/african-swine-fever/african-swine-fever-in-asia/situational-updates/http://www.fao.org/ag/againfo/programmes/en/empres/ASF/img/2019/fig2 2019 07 25.jpg)

#### Potential risk factors for ASF in Vietnam

- Long borders over which thousands of people and vehicles cross daily. Vietnam detected ASF virus in illegal pork products
- International travels to Vietnam with millions of people who could carry meats and food products etc.
- Low biosecurity; no outbreaks occurred in commercial farms
- None-zoonotic disease but farmers could panic selling, especially during the Tet and festival events
- Insect vectors ? (tick, lice, flies etc)

#### Vietnam policies at national level

Many policies from ministry, government, party have been issued to prevent and control ASF, among others:

- Action Plan for Emergency Response to ASF (15 Nov 2018) by MARD on controlling of pigs and pig products from affected communes; ASF positive farms have been depopulated
- Resolution (16/NQ-CP, 7 March 2019) by PM on compensation
- Directive (No.34-CT/TW, 20 May 2019) by the Party
- New guidance (No.3708/HD-BNN-TY, 28 May 2019) by MARD on slaughtering pigs and consumption of pig products
- Decision (793/QD-TTg, 27 June 2019) by PM on mechanism, policies and compensation scheme in prevention and control of ASF



#### Current control measures

#### Movement control

- Pigs and pig products are not allowed to move out the infected areas
- Established more animal quarantine stations on the roads from the North to the South for strict movement control of pigs and pigs products

#### Biosecurity application

- Requested all big farms to apply strict biosecurity measures and frequently cleaning and disinfection of all risk factors
- Re-stock only after the outbreaks is resolved for at least 30 days

#### Risk communication and public awareness

#### Companyation echama

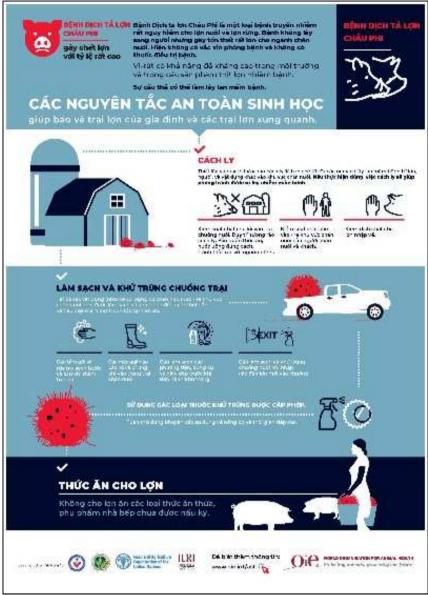
### Translation into local language of OIE materials for key actors of pig value chains

- Vietnam: collaboration among the Vietnam Department of Animal Health (DAH) /MARD, the National Agricultural Extension Centre (NAEC), the Food and Agriculture Organization of the United Nations (FAO) and ILRI.
- Key actors included transport authorities, for general public, biosecurity guideline, pig farmers









In total: 9,949 reach, 1,094

engage and 75 shares

#### Experience from Cambodia

- OIE materials were translated and disseminated by GDAHP to local pork value chain actors through the provincial office of Animal Health and Production
- Active in the field
- Private sector support (CP...)
- Advice document signed by Prime Minister July 31<sup>st</sup> ASF prevention and control, import export of pork products.



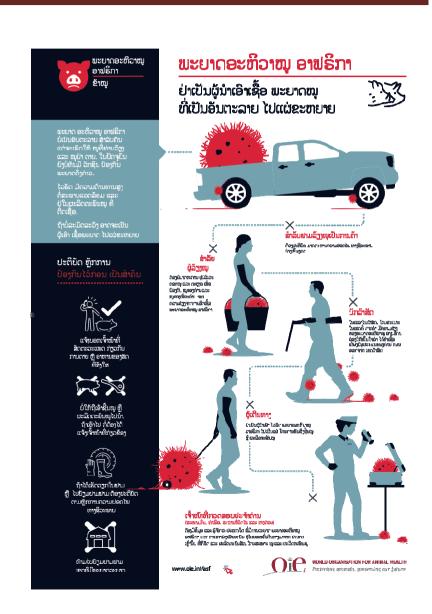




#### **Experience from Laos**

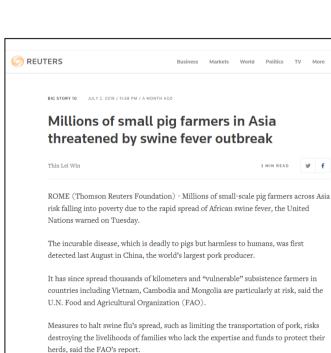
- Materials from OIE rapidly translated and disseminated through partnership with Lao MAF and SDC Lao Upland Rural Advisory Services
- Materials sent to every province in Laos and disseminated through provincial offices
- More than 3,500
   Downloads from Lao44.org





#### Engagement with media on ASF





finances, it said.

The decline in production of pig meat, which is largely consumed by poor households,

and the depletion of frozen stocks could drive up prices and further strain people's



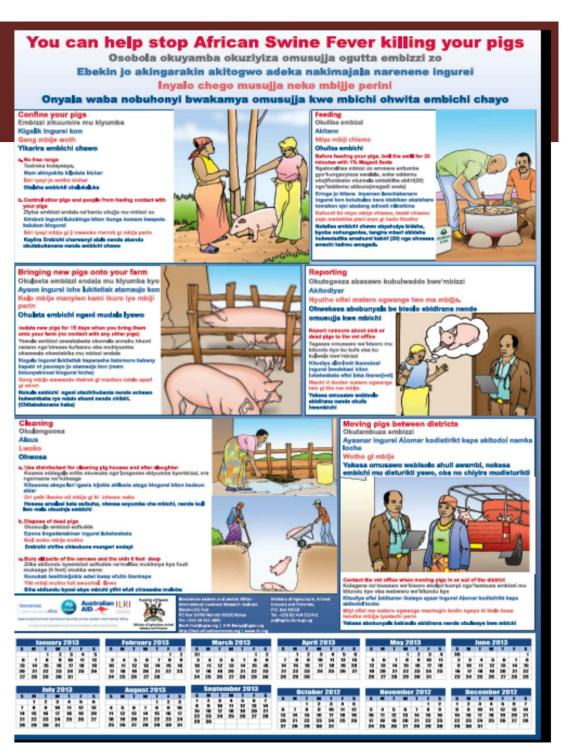


#### Engagement in conferences to talk about ASF

- ISVEE Chiangmai November 2018: ASF session
- Regional Symposium on Research into Smallholder Pig Production, Health and Pork Safety, Mar 2019 organized by ILRI and University of Queensland, Australia
- ASF international conference in VNUA, April 2019
- Many conferences and meetings on ASF organized by MARD and DLP.



ASF communication in Africa: personalised messages based on research evidence





### Communication with public on zoonoses and ASF vaccine development

- MARD minister and viceminister talking about ASF on media very often
- ASF is not zoonotic but people are concerned about it and some stops eating pork: food security, nutrition and pig sector implication.
- ASF vaccine: not ready yet
   (China and Vietnam) but the
   media went far, making public
   confused.







#### Reflections/conclusions

- 1. ASF has caused important loss for small holders, affecting food security and social issues.
- Government took actions on ASF rapidly but communication on ASF is sometimes slow and lack of communication materials at local level
- 3. Local media issue making public confused.
- 4. Translation of ASF materials and online distribution is reaching audience quickly Would be good to have a 2<sup>nd</sup> generation of contextualized and country specific materials.
- 5. Engaged in different communication platforms (interview, conference..) helps spread news.
- 6. Development of talking points and messages for influencers and experts important in order to mitigate sensational news.
- 7. Working closely with government, industries and media to achieve good communication activities.

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