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OIE Communication Unit

AFRICAN SWINE FEVER

Risk communication and

OIE awareness campaign

Webinar on ASF for South East Asia: risk communication
1st August 2019

African swine fever: risk communication

- **WHAT** is our issue?

- **WHY** do we want to focus on it and **WHY** now?

- **WHO** needs to change their behaviour?

- **HOW** to use and disseminate the campaign?

- Going beyond: regional communication challenges

WHAT is our issue?

AFRICAN SWINE FEVER:

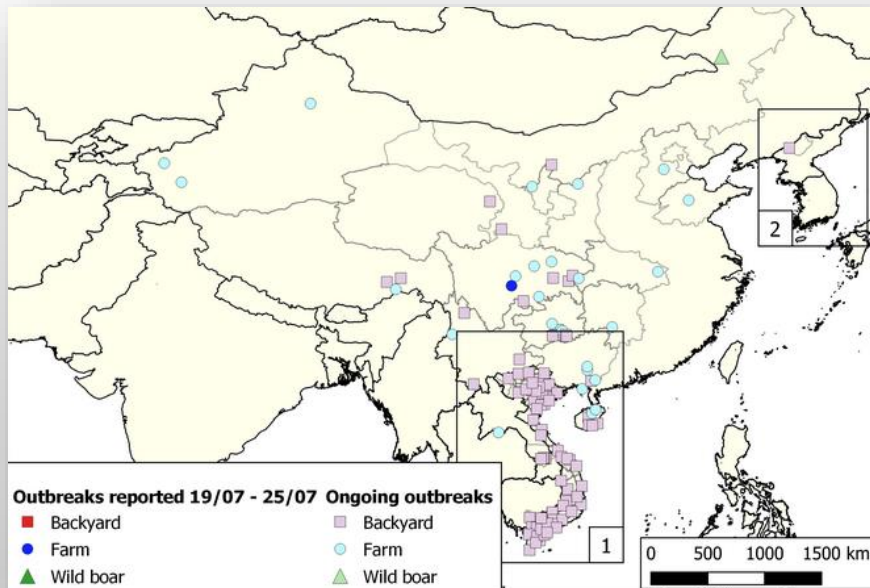A disease that calls us to focus on prevention

- There is no existing vaccine

- A highly resistant virus in the environment and in pork products

- Many different actors can be involved in the dissemination of the disease

WHY do we want to focus on it and WHY now?

African swine fever impact

- High mortality rates in wild and domestic pigs
- Devastating for farming economy
- Losses in big and small farms
- A threat for livelihoods and food security

Outbreaks reported 19/07 - 25/07
- Backyard (red square)
- Farm (blue circle)
- Wild boar (green triangle)

Ongoing outbreaks
- Backyard (purple square)
- Farm (light blue circle)
- Wild boar (light green triangle)

0 500 1000 1500 km

REGIONAL FOCUS: ASIA
- **4,480** ongoing outbreaks
- **6** countries currently affected
- **3,113,356** animal losses*

From August 2018 to 25 July 2019.

WHO needs to change their behaviour?

Everyone in direct or indirect contact
with domestic or wild pigs, or with pork products

> ## General communication objective
> Targets are aware of and take the necessary
> precautions to prevent the further spread of ASF

**Don't be the carrier
of a deadly pig disease**

OBJECTIVE

Respect biosecurity measures
on farm and feed pigs responsibly

Tools available

Posters

GIF animations

Biosecurity infographic

TRAVELLERS

Tools available

OBJECTIVE

Do not carry pigs
or pork products

Poster

Leaflet

GIF animation

TRANSPORT AUTHORITIES

Tool available

OBJECTIVE

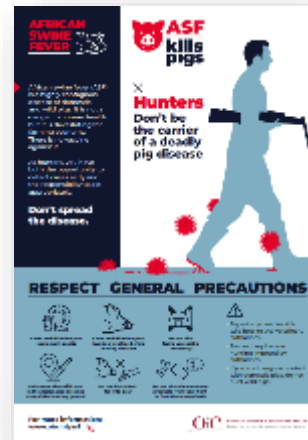Are informed of ASF
infected countries and
check all pork products

Poster

HUNTERS

OBJECTIVE

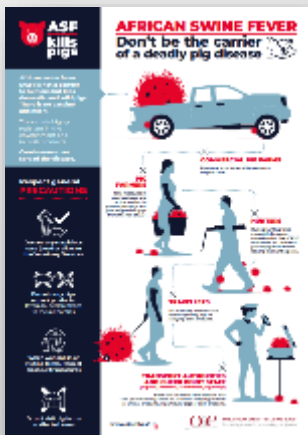Correctly prevent contact between wild boar and domestic pigs or their products

Tools available

Poster

GIF animation

OTHER GENERAL TOOLS AVAILABLE

General poster

Video

Social Media Toolkit
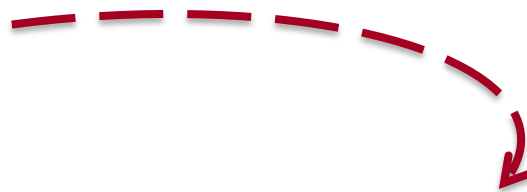

Email footer

www.oie.int/asf

HOW to use and disseminate the campaign?

Follow the steps!

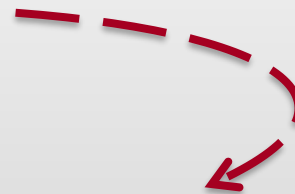**1.** Identify your main targets in each sector
Risk analysis

2. Adapt the campaign to your local context
Logo, language, messages

3. Build your network of influencers to amplify your message
Producer or hunter associations, airlines, community leaders, partners

4. Identify the adequate channels and places/opportunities of distribution
Institutional events, social media, emailing

Going beyond: regional communication challenges

Rumors and fake news
that generate confusion

Multiple sources
of information

Resistance to
change habits

How can we ensure that
our targets listen to us?

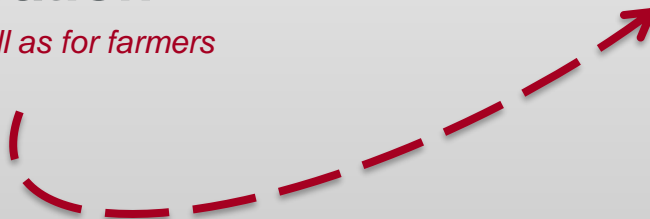# How to face the regional communication challenges?

Understand your targets to frame your messages

- Scientific information IS NOT a communication message
  - Put yourself in your audience's shoes!
  - Understand their barriers to adapt your messages

- Build your communication messages based on the:
  7Cs of communication
  These rules apply for authorities as well as for farmers

1- **C**ommand attention

2- **C**larify the message

3- **C**ommunicate a benefit

4- **C**onsistency counts

5- **C**ater to the heart and head
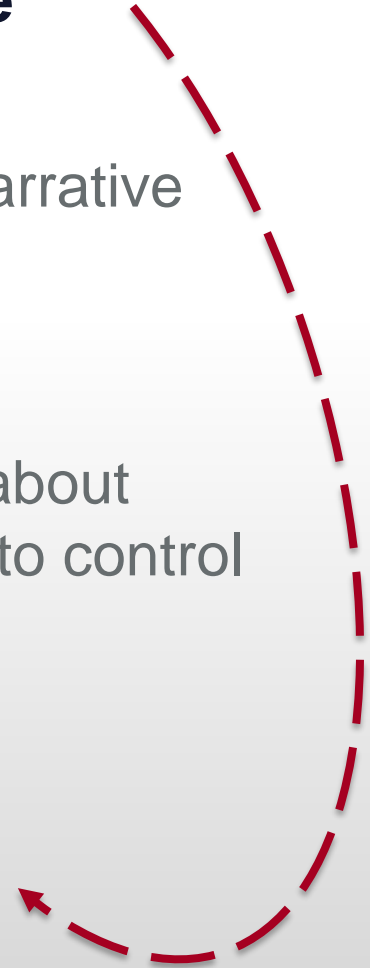
6- **C**reate trust

7- **C**all to action

How to face the regional communication challenges?

Act as a source of reference

- Communicate frequently to drive the narrative with factual and official information

Avoiding space for rumors

- Create trust by showing that you care about your farmers and that you are working to control the disease

How to face the regional communication challenges?

Ensure consistency of messages

- Work with your network to ensure that your messages are aligned

- Mobilise influencers to use your messages
Radio, media (newspapers, social media), stars, ONGs
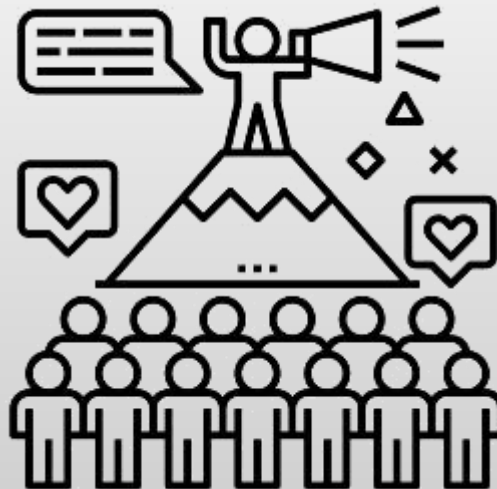
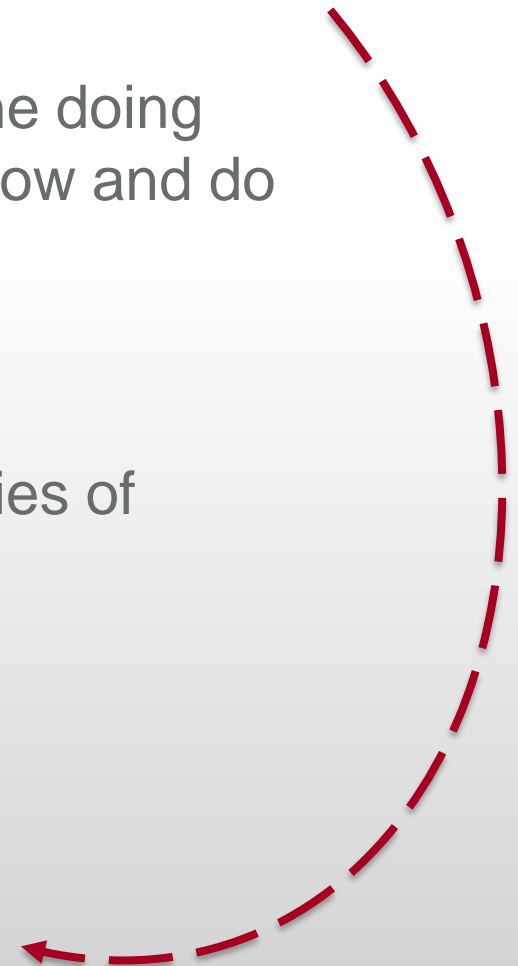# How to face the regional communication challenges?

Create a snow ball effect by applying the social norms

- Social norms: when you see someone doing something, you are more likely to follow and do the same

Impulse behaviour change

- Show the example: highlight the stories of actors who changed their behaviour

Motivate people to take action

Next steps

Development of the 2nd phase of the communication campaign

Share with us

- Material of your own activities

Photos or videos

- Needs for the 2nd phase of the OIE communication campaign

Targets, tools, etc.

communication@oie.int

Thank you for your efforts!