



Food and Agriculture
Organization of the
United Nations

SUSTAINABLE
DEVELOPMENT
GOALS



USAID
FROM THE AMERICAN PEOPLE

African Swine Fever (ASF)

Communication - Where we are



Daniela Scalise- Regional Communication Specialist FAO ECTAD - RAP



fao.org

Biosecurity

Is Key to Stop ASF - Be a Champion Farmer!



Education VS Advocacy

- Seeks to create knowledge and awareness. It is used to create a social context for change.
- It is effective on its own without an advocacy component
- Can help create, shape and motivates attitudes, opinions and actions



- **Develop simple content**



- **Channels**

- **Partners**

**MEDIA
PLATFORMS**

**...
FACE-TO-FACE**

**SCOPE
MESSAGE**

FAO-OIE

PRIVATE SECTOR

CREATIVITY

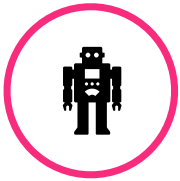
Risk Communication - Peace time

**Preparation —
Risk Communication occurs
in all parts of the emergency
management cycle**



Understanding - Monitoring

COUNTRY TEAM
LEADERS



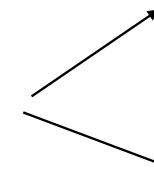
VET AUTHORITIES



UNDERSTAND
+IMPLEMENT



SUPPORT



HARD SKILLS

SOFT SKILLS

FARMERS



EDUCATION



RISK
COMMUNICATION



BEHAVIOURAL
CHANGE





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THANKS

