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Khen Porin / EyeEm

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Communication Officers

**Reinforcing communication  
efforts on African swine fever**



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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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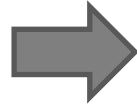
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# Target audiences

*Five stakeholders were included so far:*

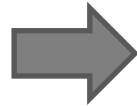


Regular contact to  
domestic pigs



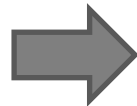
- Small backyard pig farmers
- Commercial pig farms

Contact to wild boar



- Hunters

Involved in the transport  
of pigs and pork products



- Travellers
- Transport authorities and check point staff



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## 1



**Find all the tools  
HERE**





# 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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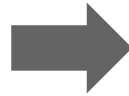
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# Objectives for the different target audiences

## Farmers



Farmers adopt biosecurity measures

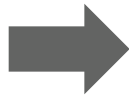


Farmers execute established disease control measures

## Veterinarians

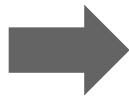


Veterinarians report ASF cases in their premises



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

## Veterinary Services



Implement control measures at national level

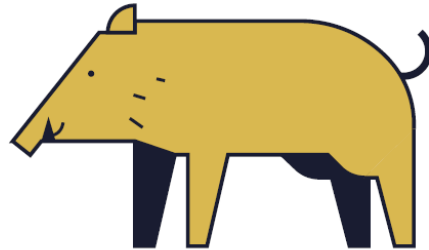
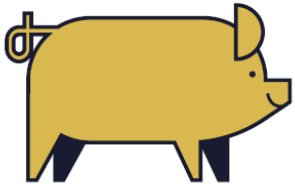
# New Tools

## Slogans Proposal



# New Characters

| Animals



| Characters





# 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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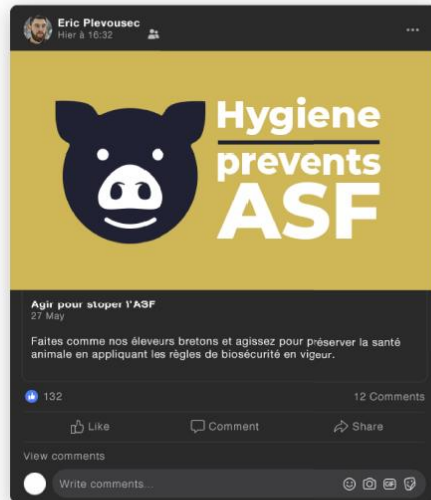


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## Leaflet, stickers, GIFs







# Control Tools

## Factsheet, leaflet, infographics



# Promotional items...



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Thank you for your attention



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