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## **AFRICAN SWINE FEVER**

OIE awareness campaign:  
towards the second phase

**Fourteenth Meeting of the Standing Group of Experts on  
African swine fever in Europe**  
Sofia, Bulgaria | 10-11 September 2019

# African swine fever: OIE awareness campaign

- A campaign to change behaviours
- Going beyond: how to disseminate the tools
- Regional risk communication efforts
- The impact of the OIE campaign in Europe
- Towards the second phase

# A campaign to change behaviours

*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**

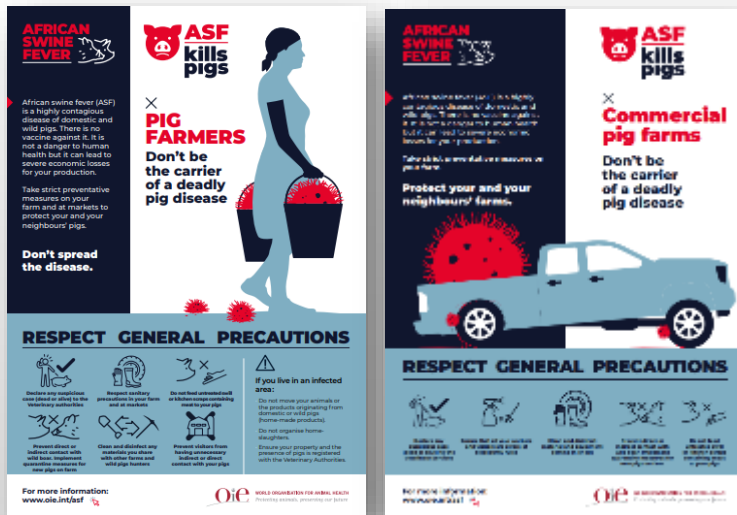


# SMALL PIG FARMERS AND COMMERCIAL PIG FARMS

## OBJECTIVE

Respect biosecurity measures on farms and feed pigs responsibly

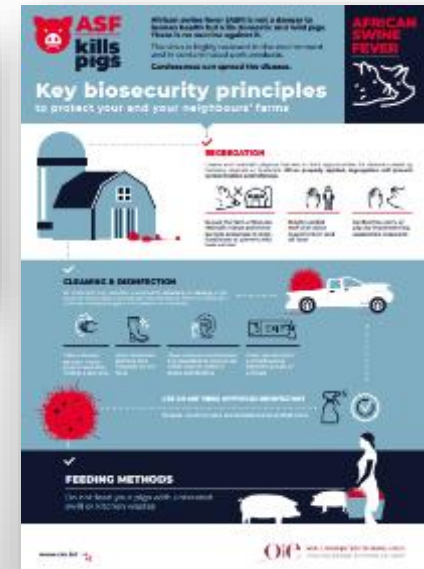
## Tools available



Posters



GIF animations



Biosecurity infographic

[www.oie.int/asf](http://www.oie.int/asf)

# 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

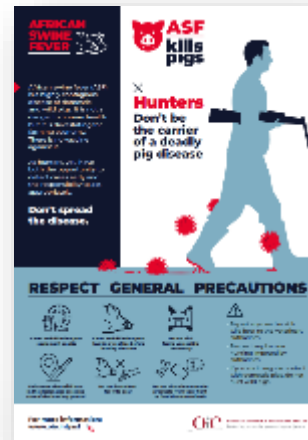
[www.oie.int/asf](http://www.oie.int/asf)

# HUNTERS

## Tools available

### OBJECTIVE

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

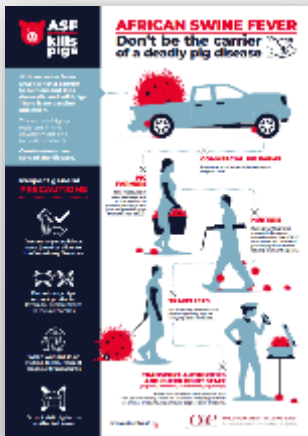


Poster



GIF animation

## OTHER GENERAL TOOLS AVAILABLE



General poster



Video



Social Media Toolkit



Email footer

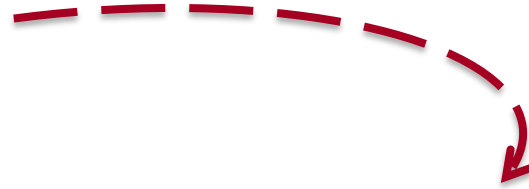
[www.oie.int/asf](http://www.oie.int/asf)



# Going beyond: how to disseminate the campaign

*Follow the steps!*

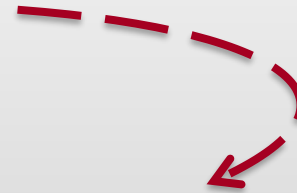
**1.** Identify your main targets  
in each sector  
*Risk analysis*



**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*

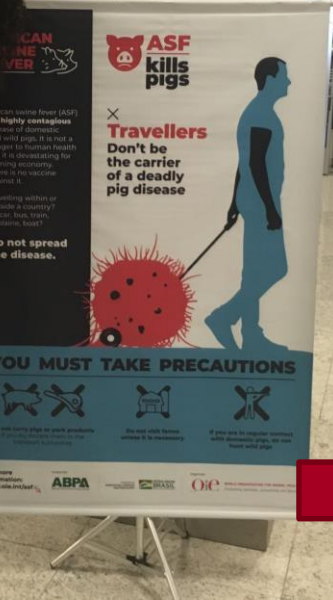
ກະຊວງການເງິນ  
ກົມພາສີ  
ດ່ານພາສີ ບ້ານດ່ານ



Laos



Brazil



Bulgaria





# Regional risk communication efforts

*Survey on ASF communication activities*



**30 OIE Member Countries from Europe participated in the survey (30/53)**

**93%** develop risk communication activities

**59%** have a communication action plan

**47%** implement (or would like to) a health education risk communication strategy

# The impact of the campaign in Europe

*Survey on ASF communication activities*



**30 OIE Member Countries from Europe participated in the survey (30/53)**

**97%** were aware of the OIE campaign

**42%** translated the tools to local languages

*More than 10 languages including Slovakian, Croatian, Portuguese, Bulgarian and Romanian*

**73%** affirmed that different stakeholders used the tools *Such as airlines and hunter associations*

# Towards the second phase

*Your inputs are important for us!*

Additional tools for the existing targets?

New targets?

Adaptation of the existing messages to local realities?

Change the characters featured in the existing tools?

Are you in contact with the Communication Department of your Agriculture Ministry?

Do you assess the impact of your communication efforts on ASF?



# Next steps

*Stories about your experience*

Share the material of your activities with us

*Photos or videos*

**communication@oie.int**



# Thank you for your efforts!

**INTER PORC SPAIN**

*Si vienes a España te recomendamos:*

Evita traer productos de origen animal de tu país como carne y productos cárnicos, lácteos, pescado y huevos, especialmente si no han pasado controles sanitarios

**NO traigas**

Productos de origen animal frescos o curados de tu país si no han pasado los controles sanitarios pertinentes en los países de origen.

Deposita tus restos de comida en una bolsa herméticamente cerrada y tíralos a un contenedor cerrado, nunca al campo!

Ministerio de Agricultura, Pesca y Alimentación

**PPA ucide porca**

PPA este boala ucide un porc într-un timp scurt și este foarte ușor de transmis. Nu trebuie să ai contact direct cu porcii bolnavi sau să mănânci carne de porc. Este suficient să ai contact cu un porc bolnav sau să mănânci carne de porc pentru a te îmbolnăvi.

**PESTA PORCINĂ AFRICANĂ**  
Nu fii purtătorul unei boli mortale pentru porci

**PRIME COMERCIALE DE PORCI**  
Nu mănânci carne de porc în restaurante, la terasă sau în alte locuri publice.

**ATENȚIE, VÂNZĂTORI!**  
Nu mănânci carne de porc în restaurante, la terasă sau în alte locuri publice.

**ATENȚIE, CĂLĂTORI!**  
Nu mănânci carne de porc în restaurante, la terasă sau în alte locuri publice.

**ANTORITĂȚILE DE TRANSPORT ȘI PERSONALUL DE LA PUNCTELE DE CONTROL**  
Nu mănânci carne de porc în restaurante, la terasă sau în alte locuri publice.

**OIE**

**ASF kills pigs**

**Каморні човы асіпаныч**

AFRICAN SWINE FEVER IS VERY CONTAGIOUS VIRAL DISEASE OF SWINE. IT IS DANGEROUS FOR ALL PIGS CATEGORIES. MORTALITY IS VERY HIGH. VIRUS OF AFRICAN SWINE FEVER DOES NOT PRESENT DANGER FOR PEOPLE AND OTHER SPECIES OF ANIMAL. NO TREATMENT. NO VACCINE.

**OIE**

**AFRICAN SWINE FEVER / AFRICAN SWINE FEVER**

**UPOZORENJE**  
AFRICAN SWINE FEVER IS VERY CONTAGIOUS VIRAL DISEASE OF SWINE. IT IS DANGEROUS FOR ALL PIGS CATEGORIES. MORTALITY IS VERY HIGH. VIRUS OF AFRICAN SWINE FEVER DOES NOT PRESENT DANGER FOR PEOPLE AND OTHER SPECIES OF ANIMAL. NO TREATMENT. NO VACCINE.

**OBAVEZNO**  
PRIVATE OWNERS OF SWINE SHOULD REPORT TO THE COMPETENT OFFICE ANY AND ALL QUANTITIES OF RAW PORK AND PORK PRODUCTS IN THEIR POSSESSION. NO RAW PORK OR PORK PRODUCTS MAY ENTER THE TERRITORY OF THE REPUBLIC OF SERBIA. QUANTITY OF RAW PORK AND PORK PRODUCTS MAY BE LIMITED TO A SPECIFICALLY LABELED CONTAINER. CASES OF PORK PRODUCT THERMALLY TREATED AT THE TEMPERATURE HIGHER THAN 63°C ARE NOT ENTER THE TERRITORY OF THE REPUBLIC OF SERBIA. HUNTING TRAPERS OF WILD BOARS MAY NOT ENTER THE TERRITORY OF THE REPUBLIC OF SERBIA.

**ZABRANJENO / FORBIDDEN**  
NO RAW PORK OR PORK PRODUCTS MAY ENTER THE TERRITORY OF THE REPUBLIC OF SERBIA.

**MANDATOR**  
PRIVATE OWNERS OF SWINE SHOULD REPORT TO THE COMPETENT OFFICE ANY AND ALL QUANTITIES OF RAW PORK AND PORK PRODUCTS IN THEIR POSSESSION. NO RAW PORK OR PORK PRODUCTS MAY ENTER THE TERRITORY OF THE REPUBLIC OF SERBIA. QUANTITY OF RAW PORK AND PORK PRODUCTS MAY BE LIMITED TO A SPECIFICALLY LABELED CONTAINER. CASES OF PORK PRODUCT THERMALLY TREATED AT THE TEMPERATURE HIGHER THAN 63°C ARE NOT ENTER THE TERRITORY OF THE REPUBLIC OF SERBIA. HUNTING TRAPERS OF WILD BOARS MAY NOT ENTER THE TERRITORY OF THE REPUBLIC OF SERBIA.

**AFRICAN SWINE FEVER / AFRICAN SWINE FEVER**

**ASF kills pigs**

**Патуваци, не допуштајте разпространявање на смртоносна болест по свињете!**

**NEOBSHODIMO E DA PREDPRIMEȚE SELEDITE MIERKI**

**OIE**

**AFRICAN SWINE FEVER / AFRICAN SWINE FEVER**

**ASK ubija svinje**

**Prijevoznici i osobe na granici**

Ne zaneimate opasnost od ove smrtonosne bolesti svinja!

**POVEĆAJTE OPREZI!**

**OIE**

**ATTENZIONE**

**Milioni di maiali e cinghiali sono minacciati dalla Peste Suina Africana nei Paesi dell'Unione europea e nei Paesi terzi vicini.**

**La Peste Suina Africana NON si trasmette all'uomo.**

**I residui di carni suine fresche e stagionate di animali infetti possono rappresentare un grave rischio di trasmissione della malattia agli animali sani e devono essere sempre smaltiti solo in contenitori chiusi per rifiuti!**

**OIE**

**PESTE SUINA AFRICANĂ**

**PSA UCIDE DE SVINJE**

**Produtros de suinos**  
Nă sech o portador de uma doença fatal para os suinos

**CUMPLA MEDIDAS BÁSICAS DE PREVENÇÃO**

**OIE**

**Zona livre de Peste Suina Africana / Free zone from African Swine Fever**

**Nă traga produse de porcă ou javali. Do not bring pork or wild boar products.**

**Restos de comida să nu conțin carne de porcă. Dispose food waste in safe containers.**

**OIE**