



African Swine Fever (ASF)

Risk Communication Post-2020: The PH Experience

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WOAH National Focal Point for Communication

Philippines Department of Agriculture - Bureau of Animal Industry

3-5 April 2023

Maison de la Chimie, Paris, France



Outline



A - ASF Program



S - Stakeholder Analysis and Key Messages



F - Future Actions (Challenges and Ways Forward)

National ASF Prevention and Control Program (NASFPCP)

Program Components



Implementing Guidelines for the National ASF Prevention and Control Program

LGU Engagement	Biosecurity	Surveillance	Capability and Awareness	Repopulation
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ASF Communications Strategy of the Philippines

T	R	A	C	E
Understanding the Technical Elements of ASF	Risk and Crisis Communication	Awareness and Advocacy	Creating Network of Regional ASF Communications	Engagement of Partners

Outline



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We all have a role in preventing ASF

Stakeholder analysis and key messages

Be responsible buyers.
Buy only certified pork.

Travel safe and responsibly
for an ASF-free community.

Sell only certified pork.
Register your business.

Let's protect our
endangered
Philippine wild pigs.

Biosecurity is job
security.
Comply with border
control requirements.

Practice early disease
reporting.

If you preach
biosecurity,
don't breach it.

General Public /
Consumers

Travelers

Meat Vendors

Forest Rangers /
Hikers

Hog Traders /
Border Control

Hog Raisers

Veterinarians /
Animal Health
Workers

Activity Highlights

Awareness Campaigns

Kapihan Sessions on ASF

ASF Updates and Social Media Cards

ASF Advertisements

Super Pig Comics and Launching

Billboard Campaigns

Information Caravan on ASF

NASFPCP Promotional Items

Kapihan Sessions on ASF

Awareness Campaigns



- Target audience: **General public, hog raisers**
- Rationale: Airing of social media program to provide the general public with comprehensible and accessible information about ASF, through video interviews with technical experts
- Posted on the NASFPCP official Facebook Page

[Episode 1: “Wow Mali! Ang mga maling akala sa ASF!”](#)
(Busting myths about ASF)

[Episode 2: “Secure ka ba sa biosecurity?”](#)
(Biosecurity measures for ASF)

ASF Updates and Social Media Cards

Awareness Campaigns



- Target audience: **General public**
- Rationale: Increase awareness of stakeholders through social media campaign
- Posted on the NASFPCP official Facebook Page

Radio and TV Advertisements

Awareness Campaigns



- Target audience: **General public**
- Rationale: Production and nationwide airing of ASF advertisements to maintain ASF as a national concern, and increase awareness of stakeholders
- Aired on a local TV network and local radio station



WATCH & WIN!

#BABayASFsaPasko
#MayMagagawaAko

Date	Time
DEC. 18, 2022 <small>24 Oras Weekend (Sat) on OMA17</small>	6:05PM-7:00PM
DEC. 24, 2022 <small>24 Oras Weekend (Sat) on OMA17</small>	5:30PM-6:15PM
DEC. 19-30, 2022 <small>Unang 16:00 on OMA17</small>	5:30AM-8:00AM

Logos: DEPARTMENT OF AGRICULTURE, BABAY ASF

Instructions:

- Take a selfie holding a sign with the date with the commercial in the background
- Post your photo in the comment section with official #hashtags
- Chance to win ASF gift items

*Each post will qualify you to one (1) entry to our raffle draw. Five lucky viewers will win various BABayASF promotional items! Announcement of winners - January 02, 2023

Social media handles: /bakonrataskforce, /babayasf, @BABayASF, /BABayASF, est@hai.gov.ph

Super Pig and Dr. V Mascots Launching

Awareness Campaigns



- Target audience: **General public**
- Rationale: Conceptualization of interactive characters and a catchy song/jingle to compel a relatable and learning experience for the general public.
- Background: Revamped Super Pig from the FMD Eradication Campaign as part of the NASFPCP and introduced Dr. V as the veterinarian and superhero partner of Super Pig.
- Launched during the 90th PVMA Scientific Conference and Annual Convention, BAI 93rd Foundation Week

Super Pig Comics

Awareness Campaigns



- Target audience: General public
- Rationale: Development and distribution of 3 issues of Super Pig Comics to popularize technical elements of ASF and biosecurity through visual stories of the NASFPCP mascots
- Lessons from the Super Pig series are centered on practicing proper biosecurity, being a responsible pork consumer and seller, and being a trustworthy hog trader.



Billboard Campaigns

Awareness Campaigns



#SafeTravel
WithSuperPig



- Target audience: **General public, travelers, vendors**
- Rationale: Enforce high visibility of ASF concerns and relevant messages in high-traffic areas through LED billboards, road billboards and tarpaulins
- Visible on the North Luzon Expressway (North- and Southbound), city and provincial bus terminals, transport waiting sheds



@BABayASF

asf@bai.gov.ph

ASF Information Caravan

Awareness Campaigns



May Magagawa Ako!
Mga dapat malaman tungkol sa
AFRICAN SWINE FEVER!

OCTOBER 2022 SCHEDULE

REGION 10	October 3-7, 2022 Lanao del Norte, Misamis Occidental, Camiguin
REGION 3	October 11-12, 2022 Nueva Ecija, Pampanga
REGION 5	October 17-21, 2022 Camarines Norte, Camarines Sur
REGION 6	October 24-29, 2022 Antique, Iloilo

INFORMATION CARAVAN
NATIONAL AFRICAN SWINE FEVER
PREVENTION AND CONTROL PROGRAM



UPDATES **May Magagawa Ako!**
INFORMATION CARAVAN

HAPPENING NOW:
NASFPCC holds information caravan in Vinzons, Camarines Norte on Oct. 20, 2022.



UPDATES **May Magagawa Ako!**
INFORMATION CARAVAN

AKSYON SA REHIYON:
NASFPCC holds information caravan in Imus City, Cavite on December 16, 2022.



- Target audience: Hog raisers, hog traders, meat vendors, animal health workers
- Rationale: Continually inform stakeholders on ASF and its prevention and control measures, targeting far-flung areas with high hog inventory
- Conducted in various provinces of Region 3, Region 5, Region 6, Region 10 and Region 4A

NASFPCP Promotional Items

Awareness Campaigns



- Target audience: Participants of ASF campaigns and training events
- Rationale: Distribution of promotional items with NASFPCP branding to popularize the Program

Activity Highlights

Capacity Building and Training Events

ASF Preparedness Tabletop Exercises (APTTX)

ASF Threat to Domestic and Wild Pigs Campaign

Risk Communication Strategies Workshop

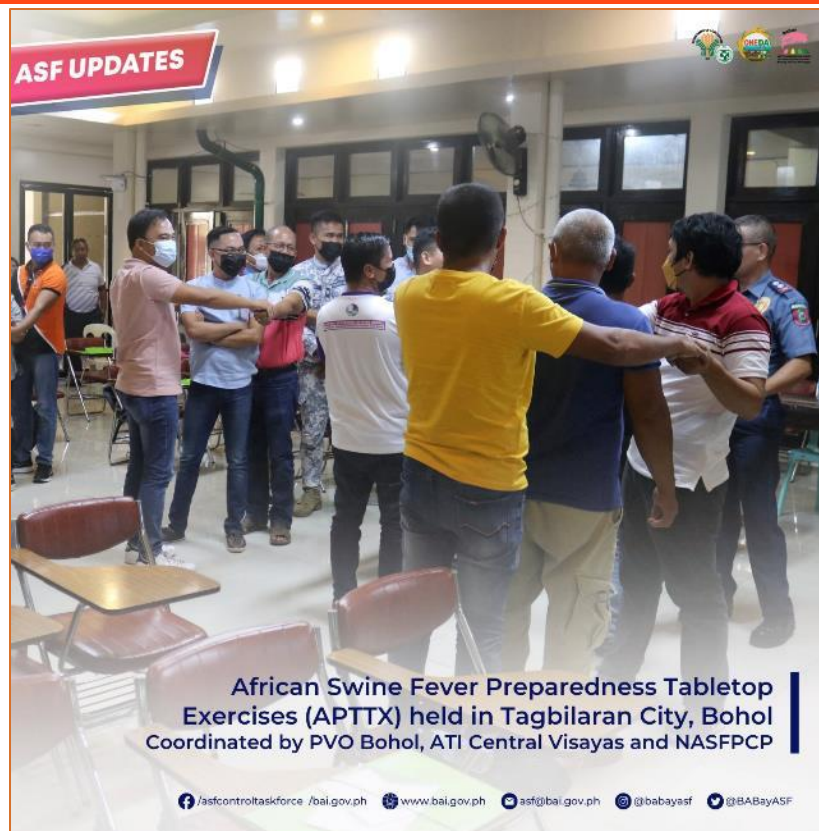
Applied Veterinary Epidemiology Training (AVET)

Capacity Building Events and Training Activities



ASF Preparedness Tabletop Exercise (APTXX)

Training



African Swine Fever Preparedness Tabletop Exercises (APTXX) held in Tagbilaran City, Bohol
Coordinated by PVO Bohol, ATI Central Visayas and NASFPCC

[/asfcontroltaskforce](https://www.facebook.com/asfcontroltaskforce) [/bai.gov.ph](https://www.facebook.com/bai.gov.ph) [asf@bai.gov.ph](https://www.facebook.com/asf@bai.gov.ph) [@babayasf](https://www.facebook.com/babayasf) [@BABayASF](https://www.facebook.com/BABayASF)



Capacity building and awareness campaign on the African Swine Fever (ASF) Threat to domestic and Wild pigs conducted in Davao City.

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ASF Threat to Domestic and Wild Pigs Campaign



Outline



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Challenges and Ways Forward

CHALLENGES

- Disinformation/misinformation from the media, rumor mills and political personalities
- Hostile resistance from stakeholders due to varying opinions on the government's interventions/protocols
- Manpower restrictions and limitations
- Delays in the translation of materials to various local dialects

WAYS FORWARD

- Establish network of communication officers for ASF (subnational and local levels)
- Local ASF Disease Detection and Emergency Response (LADDER) Training
- Community ASF Biosecurity Interventions (CABI) Project

Maraming Salamat!!!



National ASF Prevention and Control Program Team



Thank you

Dr. Janice Garcia

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WOAH National Focal Point for Communication

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Canada 

