



Food and Agriculture
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Risk Communication and Behaviour Change Strategies in ASF Control

Fourth Meeting of the Standing Group of Experts on African
swine fever of the GF-TADs for Africa | *Session 4: Strengthen
capacities for outbreak management—updates on national
ASF preparedness and response programmes*

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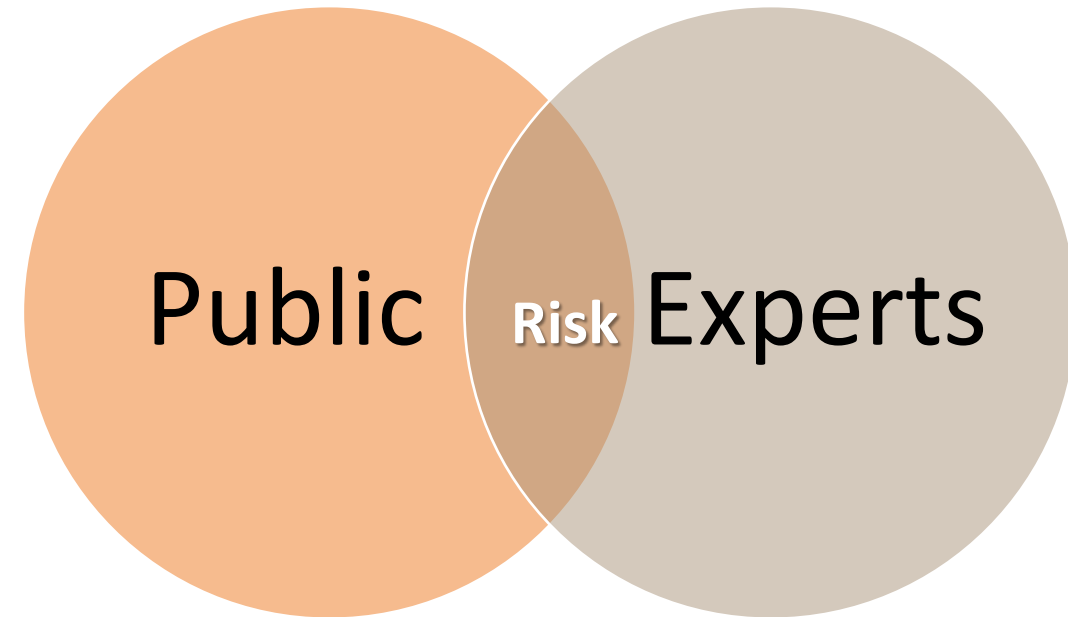
Agenda

- Importance of risk communication
- Behaviour change in the control of ASF
- Strategies to raise awareness among key stakeholders
- Scaling-up local interventions

Importance of risk communication in animal disease management












- **Role of Risk Communication in ASF Control**
 - Allows mutual understanding of what constitutes as risk
- **Principles of Effective Risk Communication**
 - Focus on clarity, transparency, empathy and timely action.
- **Challenges in ASF Risk Communication**

Address key issues like misinformation, cultural barriers and mistrust.



Risk communication manages public perceptions and guides protective actions during ASF outbreaks

Community risk scale (Calman & Royston, 1997)

Risk magnitude	One adverse event per	
10 (1 in 1)	Individual	
9 (1 in 10)	Family	
8 (1 in 100)	Street	
7 (1 in 1,000)	Community	
6 (1 in 10,000)	Small town	
5 (1 in 100,000)	Large town	
4 (1 in 1 million)	City	
3 (1 in 10 million)	Province/Country	
2 (1 in 100 million)	Large country	
1 (1 in 1 billion)	Continent	
0 (1 in 10 billion)	World	

Risk communication approach



Key principles in risk communication

1. Establish and uphold trust
2. Keep lines of communication open regularly, even when the situation is unclear
3. Collaborate with partners
4. Engage and include those impacted
5. Use a mix of strategies
6. Enhance capabilities during times of stability



Behavioural change for ASF control

- **Drivers of Behavioural Change**
 - Discuss the social, cultural, and economic factors influencing behaviors.
- **Key Behaviours to Target**
 - Highlight essential practices: biosecurity, reporting suspected cases and avoiding risky behaviors.
- **Behaviour Change Models**
 - Theory of Planned Behaviour
 - Theory of Change

Behaviour change is key to preventing ASF spread. It targets specific actions at individual, community and organizational levels.





Strategies to raise awareness among key stakeholders

- **Targeted Messaging**
 - Tailor communications for farmers, veterinarians, transporters and feed suppliers.
- **Effective Communication Channels**
 - Utilize media (radio, social media), mobile platforms and workshops for outreach.
- **Engaging Community Leaders and Influencers**
 - Collaborate with respected community figures to amplify messaging.
- **Simplified Visual Messaging**
 - Use infographics and posters in local languages for easy understanding.



Scaling up the adaption of best practices in ASF control

- **Training and Capacity Building**
 - Provide practical, hands-on training in biosecurity for farmers.
- **Incentivizing Best Practices**
 - Offer incentives (financial/material) for compliance with biosecurity measures.
- **Monitoring and Feedback**
 - Implement regular monitoring to ensure adherence to best practices and reinforce positive behaviour.



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Key take aways

- Collaboration between producers, authorities and communities
- Implement risk communication and behavioural change strategies
- Trust, partnership and participatory approach are keys to achieving mutual success
- Stakeholders need to be involved in creating mutual understanding and positive behaviour change

Thank you

