

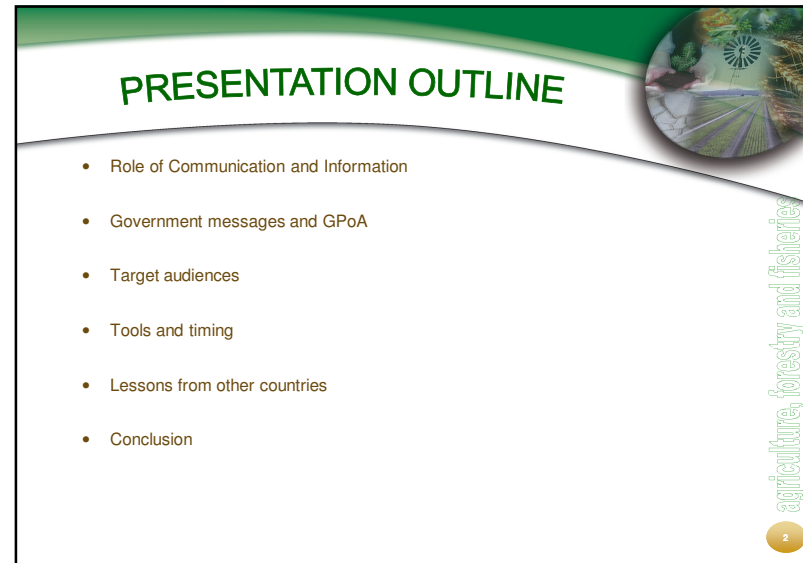


**OIE PRESENTATION**

**Communication with the Public**  
On  
**Food Safety Issues**

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agriculture, forestry & fisheries  
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Agriculture, Forestry & Fisheries  
REPUBLIC OF SOUTH AFRICA



**PRESENTATION OUTLINE**

- Role of Communication and Information
- Government messages and GPoA
- Target audiences
- Tools and timing
- Lessons from other countries
- Conclusion

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**THE ROLE OF COMMUNICATION**

- Communication is pivotal in the RSA government
- To satisfy the constitutional requirements
- Based on Batho Pele principles
- Advised by the COMTASK Report of 2000
  - Coordination of communication at national level and providing guidance in support of cooperative governance
  - Government to engage the media through structured and occasional events and tools
  - Reaching local communities through the right tools
  - Radio is still the most powerful tool to reach the disadvantaged masses
  - International perspective and clearing RSA policies
  - Communication to feed into improving the developmental challenges of the day
    - Language should not be a barrier
    - Access and dissemination of information
    - Feedback

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**COMMUNICATION ON FOOD SAFETY**

- Millennium Development Goals
- Interventions for the most vulnerable groups
- Information on technology and production enhanced modern approaches
  - Use of fertilisers to boost production
  - Pesticides
  - Organic farming vs. non-organic farming
  - GMOs
- Empowerment by means of information on the RSA to improve food safety through:
  - Production and traceability,
  - Packaging,
  - Import, and
  - Export requirements

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## FOOD SAFETY MESSAGES

- Core messages aligned and promoting the food production policy environment
 

The Animal Diseases Act, 1984	(Act No. 35 of 1984)
The Meat Safety Act, 2000	(Act No. 40 of 2000)
Fertilizers, Farm Feeds, Agricultural Remedies and Stock Remedies Act, 1947	(Act No. 36 of 1947)
Fencing Act, 1963	(Act No. 31 of 1963)
Plant Improvement Act, 1976	(Act No. 53 of 1976)
Perishable Products Export Control Act, 1983	(Act No. 9 of 1983)
Agricultural Pests Act, 1983	(Act No. 36 of 1983)
Conservation of Agricultural Resources Act, 1983	(Act No. 43 of 1983)
Animal Diseases Amendment Act, 1991	(Act No. 18 of 1991)
Agricultural Research Act, 1990	(Act No. 86 of 1990)
Agricultural Product Standards Act, 1990	(Act No. 119 of 1990)
- Other messages
- Promotion of sector messages emphasising the theme - "A united and prosperous agricultural sector."
- Subthemes:
  - Equitable access and participation
    - Amongst others focus on unlocking the full entrepreneurial potential of emerging farmers who mostly use traditional organic farming methods (more appealing food production)

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## FOOD SAFETY MESSAGES

- Subthemes:
  - Global competitiveness and profitability
    - Messages focusing on sustained global competitiveness, including global consumer demands
    - Factor conditions – developments and improvements in the production factors
    - Demand conditions – promotion of sector products locally and stimulating competition for better and affordable goods
  - Enabling policy environment – promoting stakeholder input and participation in policy formulation
  - Risk management – communication of progress on risk management (disease, crime especially stock theft and natural disaster management plans)
  - International trade – global integration of the local sector

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## FOOD SAFETY MESSAGES

- Promotion of sustainable resource management enhancing farmers' capacities to use resources in a sustainable manner, ensuring judicious use and management of natural resources
- Promotion of knowledge and innovation capacities of farmers and linking these to global future markets
- Enhanced communication on South African international cooperations, especially on agricultural, forestry and fisheries trade-related commitments

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## COMMUNICATION CAMPAIGNS

Apart from declaring outbreaks in accordance with the OIE imperatives, communication campaigns to manage diseases rolled out included and were not limited to:

- Classical swine fever
  - Awareness campaign to affected areas
  - Information on the outbreak itself
  - Promote controls and the measures
  - Helpline
- Rabies week
  - Awareness of outbreaks
  - Information on the disease
  - Promote treatment and desired actions
  - Contacts and helpline

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## COMMUNICATION CAMPAIGNS

- o Pest control campaigns
  - o Locusts
  - o Awareness of outbreaks
  - o Actions to be taken
  - o Information on local or nearby coordinator
- o Other information campaigns
  - o Anthrax monitoring and control
  - o African horse sickness
  - o American foulbrood

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## TARGET AUDIENCES

- Farming communities (including villagers with livestock and fields)
  - Advisory information
  - Extension and other technical support
  - More information on government support (especially compensation)
- Agricultural processing and trading organisations
  - Ingredient and product import requirements
  - Alerts on contaminations
  - Bans and restrictions
- Students
  - Study opportunities
  - Volunteerisms, learnership and internships
- Consumers (information disseminated together with the Department of Health)
  - Produce safety
- SADC communities – food quality in RSA, the regulations around 2010

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## COMMUNICATION APPROACH

- ↳ Campaign management mix comprises
  - o Marketing, poster campaigns, handbills and brochures
  - o Exhibitions and Information Kiosk
  - o Poster campaigns
  - o Event management
  - o Correspondence (e-mails, etc.)
- ↳ Development communication
  - o Face to face
  - o Hotlines
- ↳ Media relations
- ↳ Internal communications

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## COMMUNICATION CYCLE

- ▶ Detection of outbreak
- ▶ Notification of local and national veterinary authorities
- ▶ Notification: OIE, SADC, trading partners, neighboring countries
- ▶ Consultations and work teams with affected communities
- ▶ Measurements implemented to resolve situation
- ▶ Reparation
- ▶ Restocking, extension and advisory services

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## COMMUNICATION CHALLENGES

- ▶ Consensus on culling
- ▶ Keeping to borders
- ▶ Budget use to control outbreak and to replace culled livestock
- ▶ Pests difficult to contain (e.g. AFB)
- ▶ Media sensationalism
- ▶ Game farms and nature reserves (how do you vaccinate game?)
- ▶ Capacity

# THANK YOU