



Session 2: Awareness campaigns

Development of awareness campaigns and materials:
main elements and steps

Tsviatko Alexandrov

DVM, PhD, FAO International consultant



“**Awareness** is the ability to directly know and perceive, to feel, or to be cognizant of events. More broadly, it is the state or quality of being conscious of something”

From Animal Health point of view **awareness** helps for:

- Improve of passive surveillance
- Higher level of biosecurity
- Control measures
- Decision making

Why?

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1. Do we really need to campaign?

Yes, Increasing public awareness of animal health care is a core element of any successful animal disease control and prevention strategy

2. Can we get what we want by other means ?

✓ *Disease control is impossible without good cooperation with farmers*

3. Awareness is critically important to :

- ✓ *Engage the public in combating the animal diseases*
- ✓ *Facilitate the cooperation between industry (stakeholder organizations) and government*
- ✓ *Ensure higher preparedness in professionals*
- ✓ *Maximize the case detection*
- ✓ *Achieve animal health status*

Right Components – Right Order

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Follow the sequence: > awareness > alignment > engagement > action

- Use a deliberate communication
- Take the 'audience' from a state of ignorance, through interest and then concern (components of awareness), into engagement (motivation), and finally into a state of satisfaction or reward. If the audience is satisfied, they will be ready for more.....
- Show the problem to lead to concern - but in itself that will not lead to action!

Your cattle may be at risk !!!

LSD has considerable economic impact due to production losses (e.g. milk drop, reduced quality of skins), movement and trade restrictions imposed on the affected areas

- Show the opportunity to force a change, to implement the solution, and give a way to act - and you have the conditions for engagement:

LSD can be prevented by vaccination and implementation of biosecurity measures.....

Movement restriction is necessary to control LSD

Elements; Main steps (1)

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1. establish the objectives

- to ensure higher preparedness in professionals
- to facilitate the cooperation between CA and farmers
- to maximize the case detection (early detection and response to outbreak)

2. point the target audience

- general public population - farmers, traders, transporters, animal keepers
- animal health professionals – official and private vets
- policy makers - to influence them, to ensure a legal power, budget

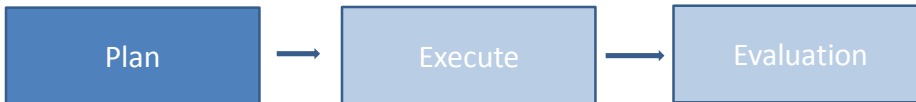
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- Cattle transport drivers in particular are in a key position to identify infected animals on farms, slaughterhouses, cattle collecting holdings and resting stations, and to notify the veterinary authorities of such clinical suspicions as soon as possible.



Elements; Main steps (2)

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3. define the key messages :

“LSD – the disease with substantial economic losses in cattle industry”;

“LSD can be prevented by vaccination and implementation of biosecurity measures..... “;

“Movement restriction is necessary to control LSD” ;

“Call your vet in any suspicion for illness in your cattle”.

4. construct a critical path :

- mapping out the forces for and against what we want to happen.

- draw a map of the problem - the people involved, the organizations, the institutions - work out exactly what the mechanisms are for the decisions we want to change

Elements; Main steps (3)

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1. chose the ways to get the key messages out

- direct or indirect ways of communication

Keep in mind: *a campaign consists of persuading others not just that the CA is right but that the CA is so right that they must take some form of action*

Elements; Main steps (4)



2. chose the relevant tools needed to accomplish your objective

- media, press releases
- Brochure, printed materials
- ad campaign (cooperate with other activity)
- Events
- training
- Conferences
- direct mail
- emergency call line



These are not an awareness campaign

These are techniques to build awareness

Elements; Main steps (5)



2. Other useful tools:

- organize/or host educational events/training - improve preparedness in vets, farmers
- organize a service project – to prepare guidance / manual for better disease control
- be “transparent”, be the trusted expert - share as many as possible data, publish research, case studies, or trends data that positions you as a trusted expert on your issues.
- be the helpful - share helpful tips, share experience (guidance, checklists).
- distribute brochures or leaflets. Keep in mind where are the target people, where could they be most naturally triggered to think about our issues?
- share your gratitude. bring attention to and share your gratitude for others who are doing good work on your issue.
- empower and connect others. bring together people who have a common interest and facilitate their sharing and networking, so they know they are not alone.

Elements; Main steps (5)

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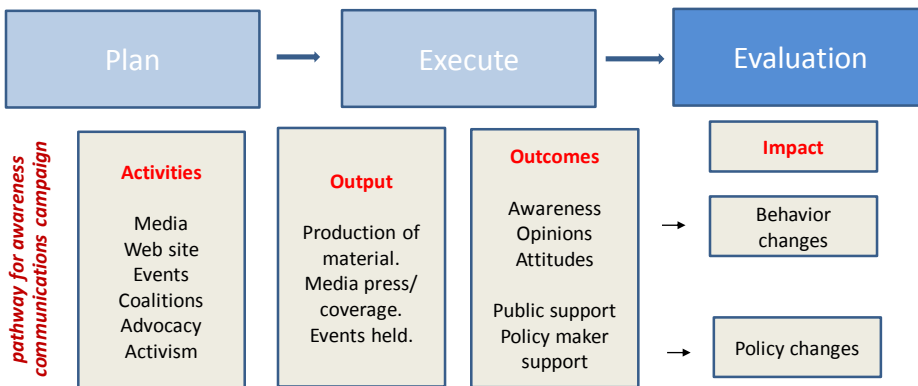


It is very important to evaluate you awareness campaign:

1. What worked ?
2. What didn't ?
3. Were we successful ?

Elements; Main steps (6)

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- most evaluation focuses on output: measuring communication performance (e.g. number of press releases issued, events held, etc.) - this could provide useful initial feedback;
- to measure outcomes is far more important : did campaign result in any opinion, attitude and/or behavior change amongst targeted audiences? (changing legislation; improving farming system (biosecurity); achieving vaccination coverage....

Trainings

- Real time
- Desktop
- Workshops
- BTSF
- Simulation exercises
- Webinars

- Cascade trainings



- Feb 2015: Mission to Adana and Hatay for 3 experts from BG and GR to learn more about LSD.
- Nov 2016 Switzerland (very far from the hot spot) organizes training for (1) official vets at Headquarter and (2) representatives from the Industry
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Meetings with.....


- official vets
- private vets
- farmers
- Industry
- Other stakeholders

Leaflets, posters, booklets..



Awareness tools

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The screenshot shows the website of the Bulgarian Agency for Food Safety (BAFH). The page features the agency's logo, a navigation menu, and a central graphic of a stylized apple with the acronym 'БАБХ'. A sidebar on the right contains information about acute zoonotic diseases, suggestions for reporting, and a hot line number. A list of awareness tools is overlaid on the left side of the screenshot.

- Media
- Radio
- Website

<http://www.babh.government.bg/bg/Page/info-lsd/index/info-lsd/Информация>

Lumpy skin disease prevention, control, and awareness workshop

Budapest, Hungary, 7-9 March 2017

Conclusions

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- Good awareness campaign should include all tools!
- Awareness strategy should be long term and continuous!
- Raising awareness:
 - helps to create a broad societal commitment to engaging in disease control
 - is of crucial importance for successful LSD control and prevention strategy
 - should be planned in each routine control programme

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Ideas and proposals?