

Risk communication

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Regional workshop on lumpy skin disease (LSD) prevention and control strategies

Tirana, 10-11 May 2017



Food and Agriculture Organization
of the United Nations



Risk communication



Transparency is not an option, it has become a basic consumer expectation.

Effective communication is of **crucial importance** during emergency situations in order to gaining public trust and co-operation.

Public co-operation is required to maximize good biosecurity and gain maximum compliance with disease management efforts.

Risk communication

Effective communication usually requires multiple strategies and communication channels.

It is important to ensure that the right messages are targeted:

At the appropriate times

To the right audiences

From a trusted source

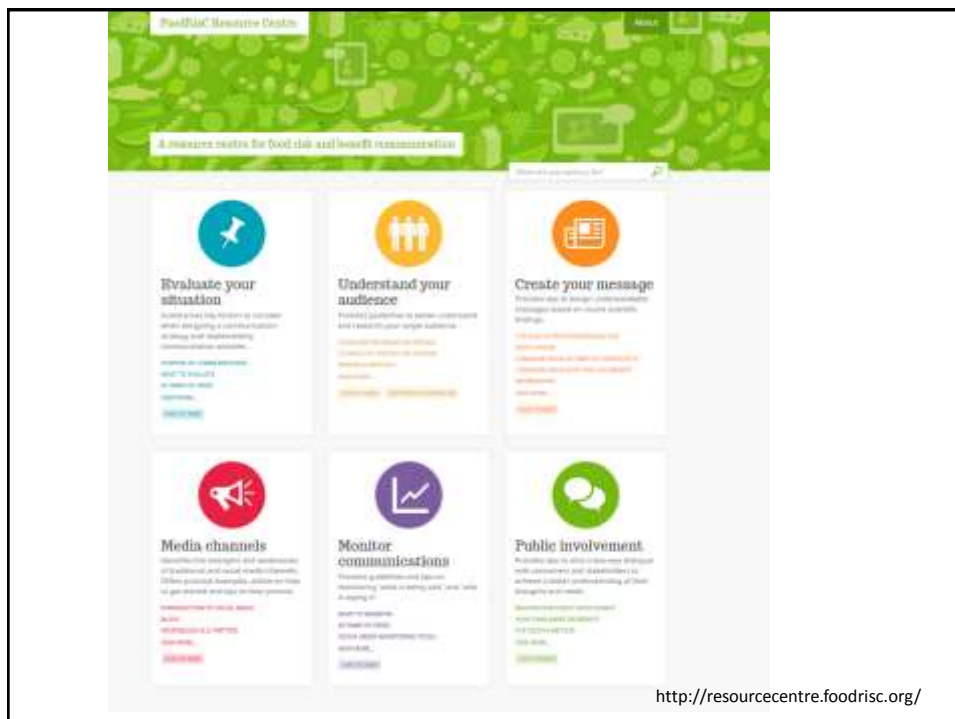
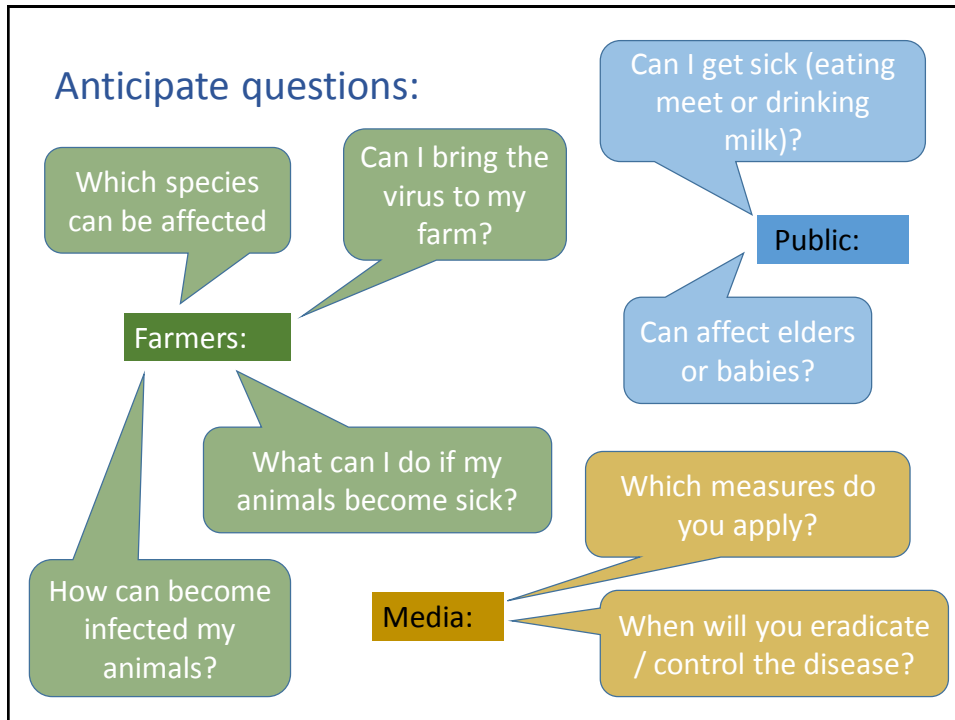
Using the most appropriate media channels

Risk communication

Persuasive motivational discourse must be ethical. To have credibility it is necessary to **show good faith and sincerity**, otherwise you are doing public relations and marketing.

Communication not only transmits messages but it **produces them** by converting them into institutionalized meanings.

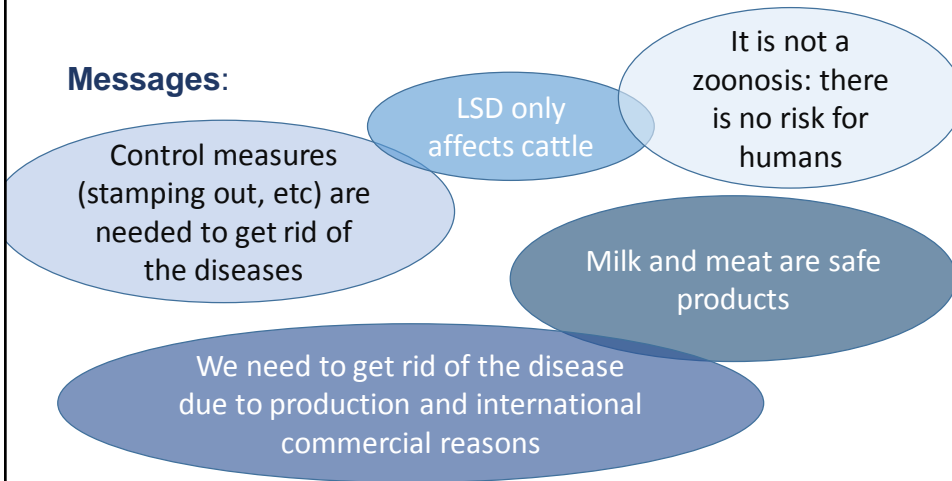




Session on risk communication I

- How to best inform the general public and retailers in an emergency situation in the case of LSD?

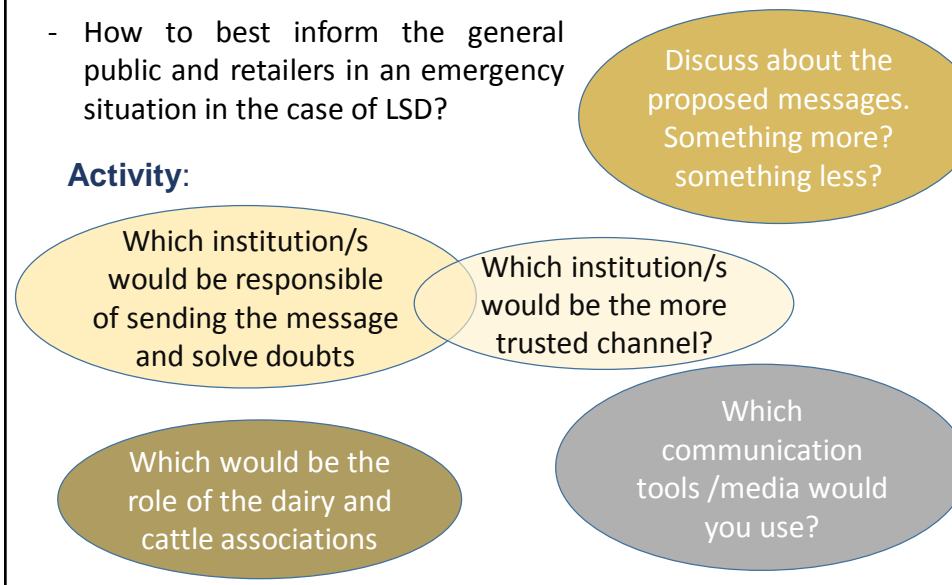
Messages:



Session on risk communication I

- How to best inform the general public and retailers in an emergency situation in the case of LSD?

Activity:



Session on risk communication II

How to best inform the farmers on the spread of the disease and control activities (vaccination, slaughter, etc)

Messages:

Is important to eradicate LSD from the country due to production losses / trade restrictions

LSD only affects cattle

It is not a zoonosis: there is no risk for humans

Milk and meat are safe products

Control measures (stamping out, etc) are needed to get rid of the diseases

How farmers can protect their animals: Biosecurity measures

Session on risk communication II

How to best inform the farmers on the spread of the disease and control activities (vaccination, slaughter, etc)

Activity:

Which institution/s would be responsible of sending the message and solve doubts

Which institution/s would be the more trusted channel?

Discuss about the proposed messages. Something more? something less?

Which communication tools /media would you use?

Which would be the role of the dairy and cattle associations

Other media: farmers meetings, leaflets, ...