



Food and Agriculture Organization
of the United Nations



Risk Communication before during and after an outbreak

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Inception workshop on LSD (TCP/RER/3605) - Kiev, Ukraine, 29-30 May 2018



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Handling threats and risks

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- ✓ Preparedness
- ✓ Prevention
- ✓ Response

K. I. S. = Keep It Simple
K. I. P = Keep It Practical

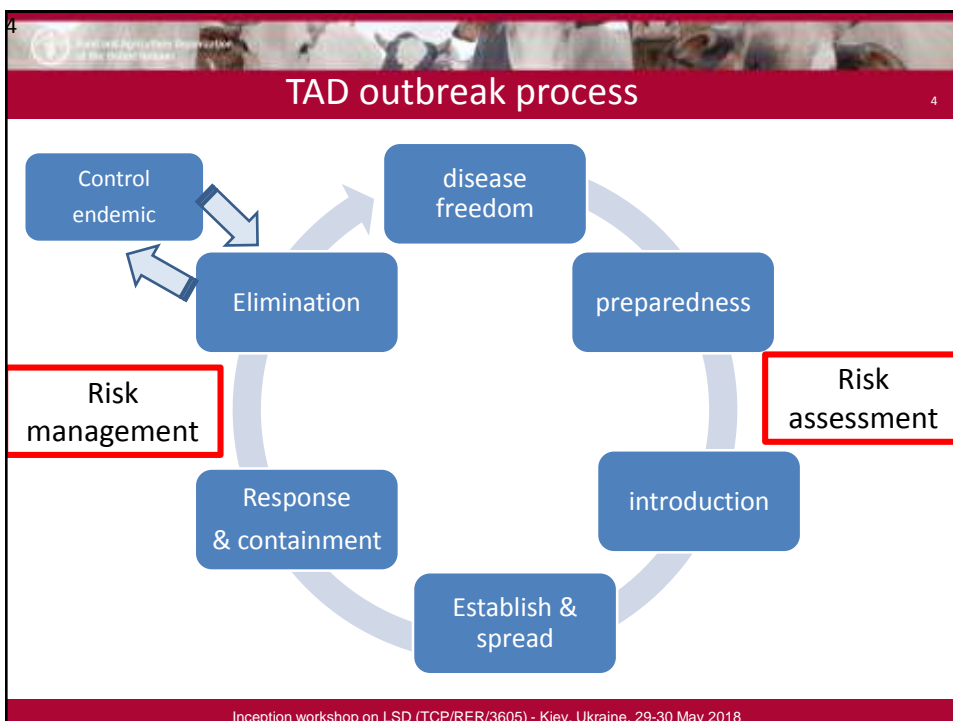
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Preparedness

- Knowledge, information, intelligence
- Contingency Plan- what to do upon detection
- Surveillance- look for the incursion
- Awareness – risk communication

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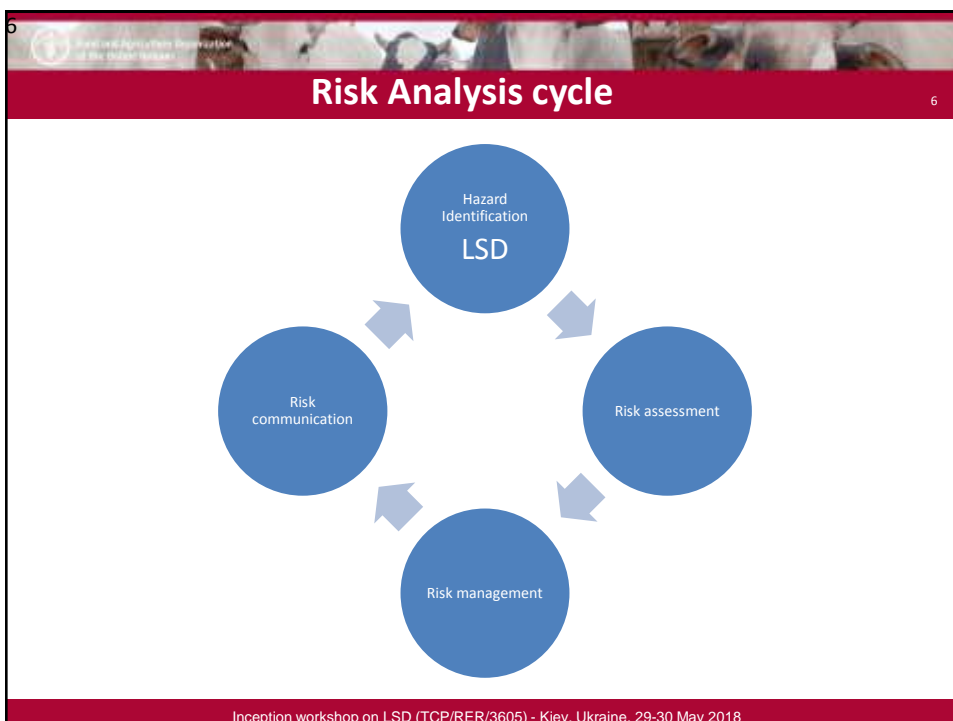
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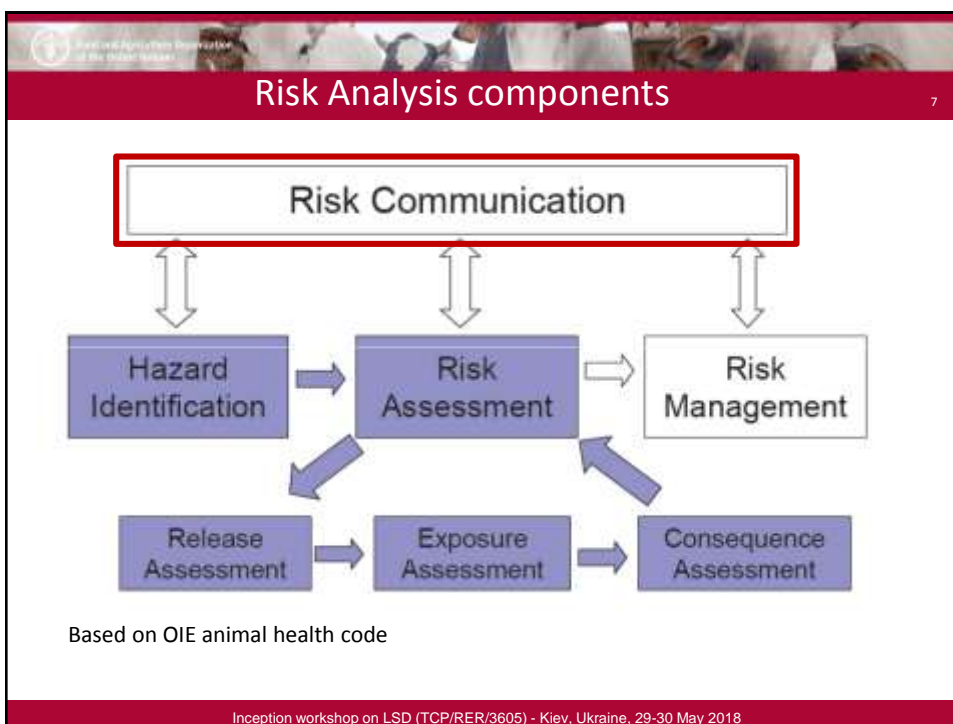
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Risk-Assessment & risk management are components

1. Hazard Identification (eg LSD)
2. Risk Assessment
3. Risk Management
4. Risk Communication

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- ## Risk communication
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- By whom
 - To whom
 - what
 - how
 - when
1. Culture dependent
 2. Target dependent
 3. Interests
 4. Incentives
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Practical Approach 9

no "Zero Risk"
"Acceptable" Risk

Limited resources;
legal, financial, human
Risk-Based- surveillance, management...

Achievable Objectives;
Early detection...containment...
Elimination / control


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"Times are changing" 10

- Avoid "us and them" attitude
- Partners, stakeholders, colleagues
- Similar, not identical interests
- Share burden and responsibility
- Let business flow- minimize interference



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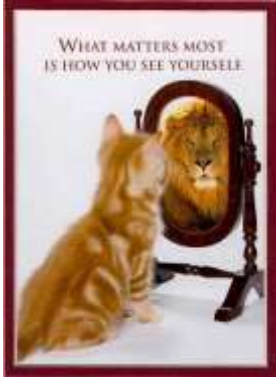

International Livestock Research Institute (ILRI)
International Centre for Tropical Agriculture (CIAT)

Risk Perception


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Different players; consumer, politicians, farmers, traders... have;

- Different point of view
- Different interests
- Different responses
- Risk aversion



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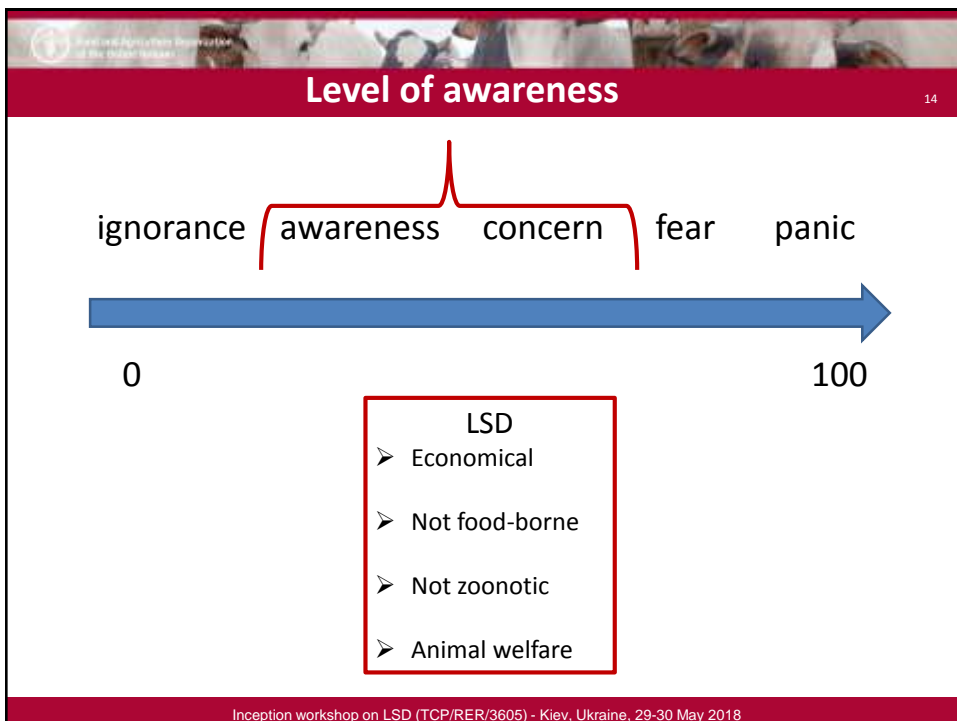
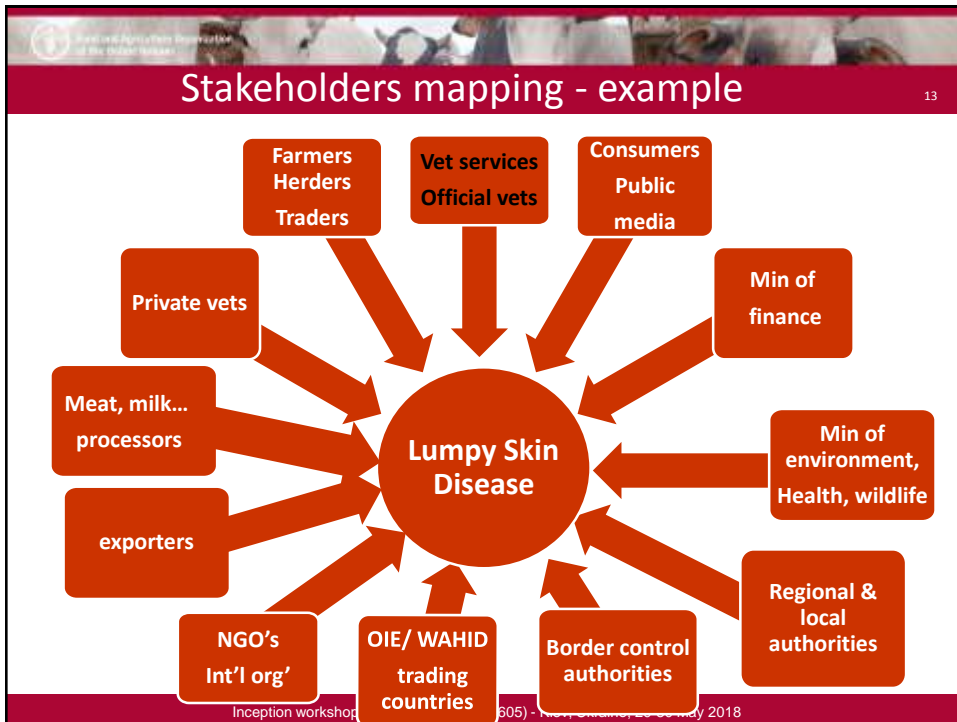

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Risk aversion

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- Response/ preference to risk uncertainty
- Decisions about livestock diseases control are risky
- $PI = \text{Probability} \times \text{Impact}$
- “Catastrophic risks”;
 - low probability of occurrence (rare events)
 - major adverse impact/ losses (severe events)
 - decision-makers try to avoid negative outcomes (risk aversion)
- Clear/ minimize the uncertainty
 - information
 - preparedness

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By whom – Veterinary Services (VS)

- technical accuracy
- delegated authority
- communication officer
- VS in-house / ministry / special agency
- social and communication skills
- IT skills
- activate social and opinion leaders

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To whom

- Identify various target audiences
 - Inside the VS
 - Inside the gov't
 - Cattle owners, farmers, herders, commercial players
 - Consumers, public...
- Suitable level of tech. knowledge
- Suitable channel

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What

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- Simple, factual, clear
- Cheap & effective
- use pictures, big font
- avoid TMI (too much information)
- Action items; “do and don’t”
- Report !!
 - What- any special/odd/ event/ morbidity
 - How/ to whom

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how

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- Spoken - meetings
- Written- clear, simple, lean
- Fliers, handouts, billboards
- Media- electronic, social
- E-mail, sms, *whatsapp*, *twit* - “push”
- Website – “pull”- less effective !

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Ministry of Agriculture of the State of Israel

Targeted risk-communication - Israel
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Official vet


Mosque


Druze minority

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Ministry of Agriculture of the State of Israel

Handout to herders in their language
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مرض الجلد العقدي (LSD Lumpy Skin Disease)

خلال الأشهر الأخيرة تم تشخيص مرض الجلد العقدي في أكثر من 100 مزرعة في المنطقة.

مسبب المرض: فيروس الجلد العقدي، ينقله الحشرات الحارة والموتورات البيئية إلى حد ما ويمكنه البقاء حياً في القشور للفاقة لأوقات الجليدية وفي الجلود المملحة لفترة طويلة قد تصل إلى شهر خاصة في نقص التعرض لأشعة الشمس.

طرق نقل العدوى: ينتقل المرض عن طريق لدغ الحشرات مثل الذباب والناموس.


أعراض المرض: هناك عدة أعراض للمرض أهمها افراز اللعاب بشكل مطرد وارتفاعات من العيون والأظفار وارتفاع مفاجئ في درجة الحرارة 40-41°م وما يميز بشكل فاعلم ظهور عقد جلدية على مساحات كبيرة بالجلد.

العلاج: المرض ليس له علاج نوعي خاص به العلاج الاعراضى و الداعم.

منع المرض: وسائل المنع الفعالة تطعيم، ورش مبيدات حشرية واستخدام طرق مختلفة للحد من تواجد الحشرات الناقلة. معيذ رضى الحيوانات بأحد المبيدات الحشرية المصاحبة استعمالها:

الحد من حركة الحيوانات

الرقطة والأعلام الفوري مهم جداً عند أي حالة شك في التعرف للمرض يجب على الفور اعلام الإدارة البيطرية



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Before detection- Preparedness Risk Communication

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| Mode (how) | Target (to whom) | Message (what) |
|-----------------------------|---|--|
| Printed and audio materials | farmers vets traders Local authorities | <ul style="list-style-type: none"> What is LSD Transmission ways Reporting ways Preventive measures |
| Training / Exercise | VS Processing plants | <ul style="list-style-type: none"> What is LSD Transmission ways Preventive measures Biosecurity measures Contingency response plan |
| Continuing backing | Min of AG Min of finance, law Int'l, regional, global | <ul style="list-style-type: none"> Revision of LSD national contingency plan Diagnosis and confirmation means Vaccine registration and procurement Review, endorse, disseminate SOPs |

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After detection- Response Risk Communication

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| Time (when) | Target (to whom) | Message (what) |
|--|--|---|
| Suspicion- before official confirmation (first 24 hours) | Farmers Vets processors stakeholders | <ul style="list-style-type: none"> Possibility of LSD incursion Temporary stand still of cattle movements Biosecurity measures Revise request for immediate reports Revise sampling instructions |
| Immediately after official confirmation (24 – 48 hours) | Farmers Vets processors Stakeholders OIE | <ul style="list-style-type: none"> Official notification Sites and period of cattle restrictions Cattle vaccination/ culling and compensation possibility Cleaning and disinfection activities Handling of dead animals and contaminated materials |
| Extended period (After 48 hours) | Farmers Vets processors stakeholders | <ul style="list-style-type: none"> Inform all the cattle owners, transporters and slaughterers Period and procedures of restrictions Culling and financial aid for cattle owners Cleaning and disinfection activities Biosecurity measures to mitigate the transmission risk |

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Summary

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- ✓ Learn and plan - don't "copy-paste"
- ✓ Plan to details - adjust as needed
- ✓ Set realistic objectives- consult stakeholders
- ✓ Clear chain of command & decision making
- ✓ LSD (any TAD) effective control relies on;
 - ✓ Communication & collaboration
 - ✓ Transparency

"Every challenge is an opportunity"