

91ST ADVISORY FORUM
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RESULTS OF THE STOP AFRICAN SWINE FEVER 2023 CAMPAIGN

Barbara Gallani/Head of EFSA's Communication,
Engagement and Cooperation Department

Campaign essentials: objectives and targeted countries



Help prevent the spread of ASF in Europe



Continue raising awareness



Enhance understanding of the 'detect – prevent – report' messaging



Broaden the campaign's scope to engage new audiences (backyard farmers)



Raise awareness amongst farmers, veterinarians, hunters and relevant stakeholders

Farmers

Including commercial and backyard farmers

Hunters

Also via the hunters' network ENETWILD

Veterinarians

Both as disseminators and target audience

Implemented in 18 countries
with different levels of priority



Campaign posters

STOP AFRICAN SWINE FEVER

Prevent spread

- Clean your footwear
- Disinfect your equipment
- Keep wild boar away from your pigs
- Ensure that your feed and pigs come from trustworthy sources

Report suspicious cases to your veterinarian

www.efsa.europa.eu/StopASF #StopASF

efsa
EUROPEAN FOOD SAFETY AUTHORITY

STOP AFRICAN SWINE FEVER

Detect the signs

- Fever
- Loss of appetite
- Lack of energy
- Bleeding
- Vomiting
- Redness of the skin
- Death

Report suspicious cases to your veterinarian

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efsa
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STOP AFRICAN SWINE FEVER

Prevent spread

- Disinfect your equipment before leaving the hunting area
- Avoid visiting pig farms after hunting
- Do not leave wild boar offal and waste in forests and fields
- Keep your distance if you come across a dead boar
- Do not feed game meat to animals

Report sick or dead boar to local authorities

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Engagement with ENETWILD

**STOP
AFRICAN
SWINE
FEVER**

**Report any
dead wild boar.**

efsaf
EUROPEAN FOOD SAFETY AUTHORITY

**FERMIAMO
LA PESTE SUINA
AFRICANA**

**Segnala eventuali
cinghiali morti.**

efsaf
ENETWILD

IT

**ZAUSTAVITE
AFRIČKU
SVINJSKU
KUGU**

**Prijavi uginulu
divlju svinju svojem
veterinaru!**

efsaf
ENETWILD

HR

**СТОП
ЗА АФРИКАНСКАТА
ЧУМА КАЈ СВИЊИТЕ**

**Пријави ја секоја
мртва дива свиња на
0800 00 210**

efsaf
ENETWILD

MK

**ZASTAVME
AFRIČKÝ MOR
OŠÍPANÝCH**

**NAHLÁSTE AKÚKOL'VEK
UHYNUTÚ DIVIAČIU
ZVER**

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ENETWILD

SK

**USTAVITE
AFRIŠKO
PRAŠIČJO
KUGU**

**Najdubo poginulega
divjega prašiča
prijavite na 112**

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ENETWILD

SL

**OPRITI
PESTA
PORCINĂ
AFRICANĂ!**

**Raportați orice mistreț
mort medicului veterinar!**

efsaf
ENETWILD

RO



RESULTS

REACH

- **Earned media:** 520 results in online and print media
+138%
- **Stakeholders engaged:** 114 **+7%**
- **Activities performed by stakeholders:** 212 **+52%**
- **Paid media:** 27 publications **from media partnership +93%**
- **National events:** **5 =KPI**
- **Out-of-home campaign:** 1 pilot in Romania **NEW**

IMPACT

- **Awareness raising:** 89% **+34%**
- **Understanding of detect-prevent-report:** 86% **+36%**
- **Recall of campaign materials:** 57% **+17%**



WHAT'S NEXT



Introduction

Know the signs

Communication toolkit

Discover the campaign posters

African swine fever (ASF) is a disease that affects domestic and wild pigs. Although it is harmless to humans, it can be deadly for pigs and has serious socio-economic consequences for affected countries. In recent years it has spread across Europe and worldwide.



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