

Management Board

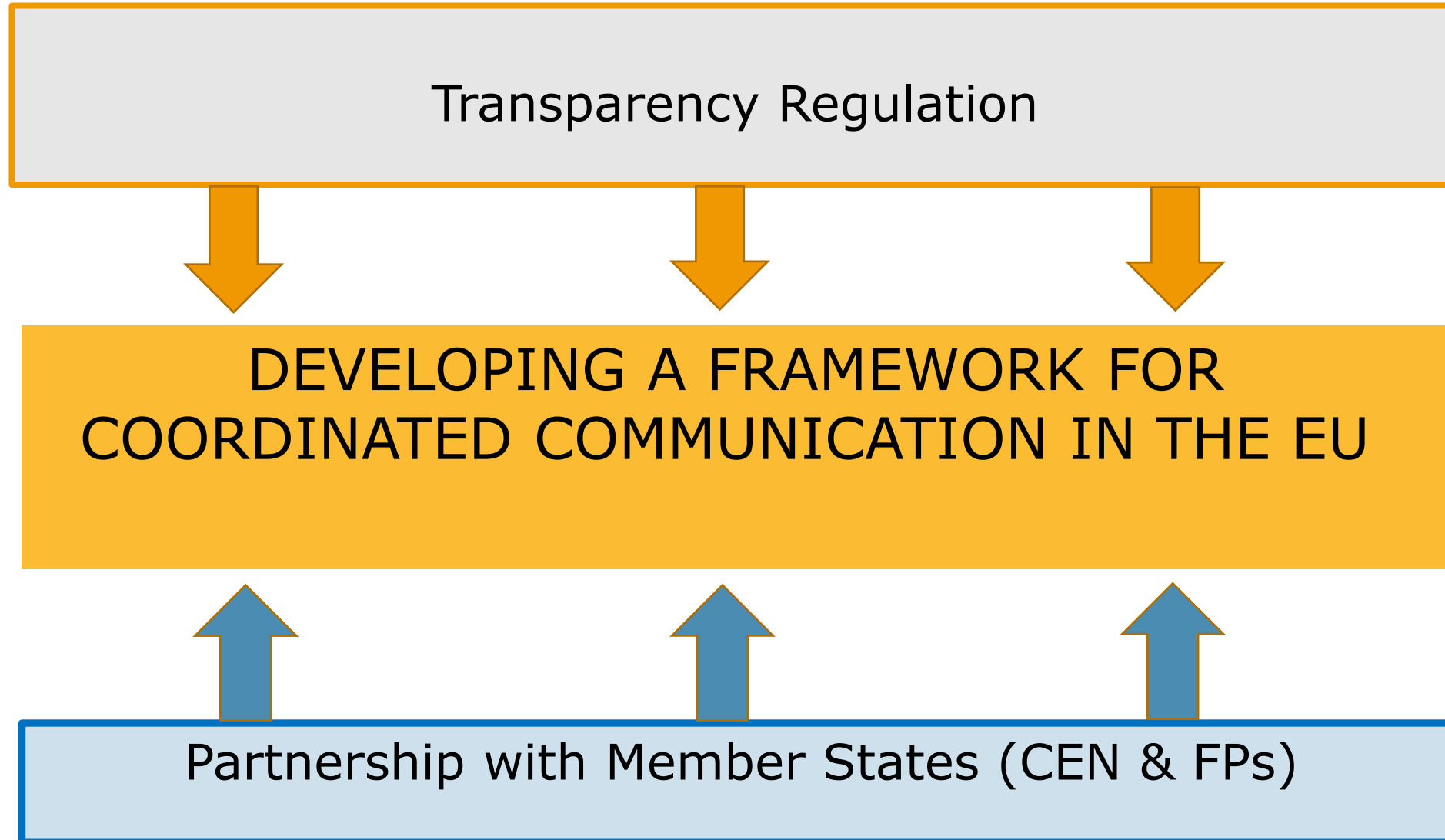
24 June 2021



EFSA Campaigns 2021 - #StopASF #EUChooseSafeFood

Barbara Gallani

Trusted science for safe food



Campaigns

- Partnership approach for flagship campaigns
- Devolved national teams (CEN, FPs)
- Tiered input:
 - Amplification
 - Content creation
 - Consultants
 - Full partners (2022 onwards)

#StopASF campaign 2020, 2021, ...



STOP AFRICAN SWINE FEVER.

Prevent spread.

- Clean your clothes
- 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



STOP AFRICAN SWINE FEVER.

Detect the signs.

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

Report suspicious cases to your veterinarian.

 www.efsa.europa.eu/StopASF #StopASF



STOP AFRICAN SWINE FEVER.

Prevent spread. Detect the signs.

- Disinfect your equipment before leaving the hunting area
- Avoid visiting pig farms after hunting
- Do not leave waste and wild boar offal in forests and fields
- Keep your distance if you come across a dead boar
- If you see a sick or dead boar, report it

Report suspicious cases to local authorities.

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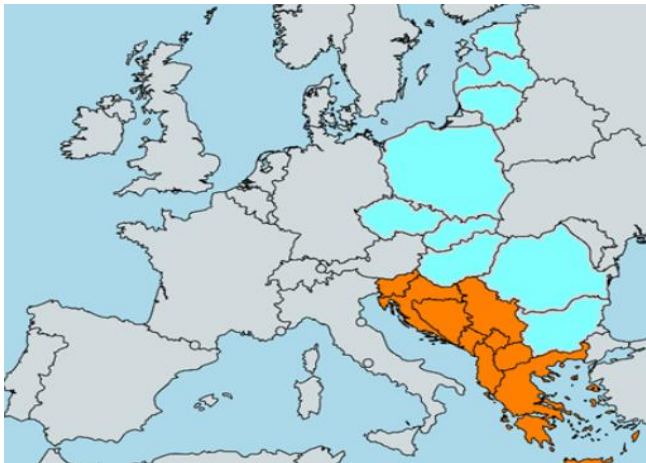
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2020 campaign

Albania, Bosnia and Herzegovina, Croatia, Greece, Kosovo, Montenegro, North Macedonia, Serbia, Slovenia



2021 campaign

+...Bulgaria, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Poland, Romania and Slovakia

Our science. Your confidence.

Make your food
choices confidently.
#WorldFoodSafetyDay



A EUROPEAN HEALTH INITIATIVE

PAID 6 countries

Paid advertising on media and social media

Austria

Croatia

Spain

Italy

Latvia

Poland

EARNED 4 countries

Media relations with generalist and specialised media, radio, TV + influencers and stakeholders

Hungary

Denmark

Portugal

Slovakia

SHARED EU27

Stakeholder engagement

COMMUNICATION TOOLKIT

Year 1+

Selection
of new
countries
for PAID &
EARNED

Raise Awareness

Paid media in **6 countries**
(Social, Online Video, Display /
Facebook, Instagram; YouTube;
Bannerimg)

Phase 1

July



Trigger critical thinking

Earned, shared and owned channels
across **10 countries**

Phase 2

Aug - Sept



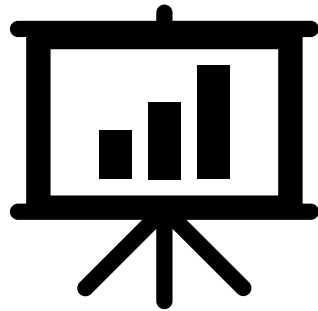
Encourage engagement

Earned, shared and owned channels
across **10 countries**

Phase 3

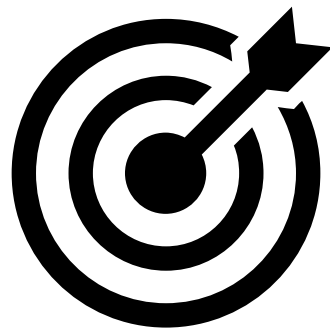
Oct





Campaign data (PESO media)
on reach, recall and engagement

Post-campaign survey in 10
focus countries to test campaign
recall and awareness



Future **EB data** on food safety
awareness (part of EFSA 2027
strategy)