

STOP AFRICAN SWINE FEVER.

Trusted science for safe food



Target countries and objective



SCIENTIFIC OPINION



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Risk assessment of African swine fever in the south-eastern countries of Europe

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Abstract

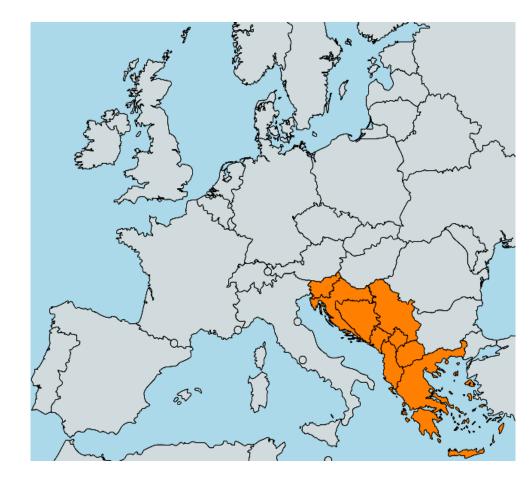
The European Commission requested EFSA to estimate the risk of spread of African swine fever (ASF) and to identify potential risk factors (indicators) for the spread of ASF, given introduction in the southeastern countries of Europe (region of concern, ROC), namely Albania, Bosnia and Herzegovina, Croatia, Greece, Kosovo, Montenegro, North Macedonia, Serbia and Slovenia. Three EU Member States (MS) - Croatia, Greece and Slovenia - were included in the ROC due to their geographical location and ASF-free status. Based on collected information on potential risk factors (indicators) for each country and the relevant EU regulations in force, the estimated probability of spread of ASF within the ROC within one year after introduction into the ROC was assessed to be very high (from 66% to 100%). This estimate was determined after considering the high number of indicators present in most of the countries in the ROC and the known effect that these indicators can have on ASF spread, especially those related to the structure of the domestic pig sector, the presence of wild boar and social factors. The presence of indicators varies between countries in the ROC. Each country is at risk of ASF spread following introduction; however, some countries may have a higher probability of ASF spread following introduction. In addition, the probability of ASF spread from the ROC to EU MSs outside the ROC within one year after introduction of ASF in the ROC was estimated to be very low to low (from 0% to 15%). This estimate was based on the comparison of the indicators present in the ROC and the already affected countries in south-eastern Europe, such as Bulgaria and Romania, where there was no evidence of ASF spread to other EU MS within one year.

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Keywords: African Swine Fever, risk, spread, south-eastern Europe

Requestor: European Commission

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• Help prevent the spread of ASF in South-East Europe by increasing awareness and engaging key audiences, in cooperation with the European Commission.

Target audiences and messages





Prevent, Detect, Report

Timeline

Campaign timeline



January – March 2020

Research

March - July 2020

Planning

July - August 2020

Production & stakeholders mapping

September – November 2020

Outreach

November - December 2020

Reporting & closure



OVERVIEW OF CAMPAIGN MATERIALS

Creative concept: a sense of urgency



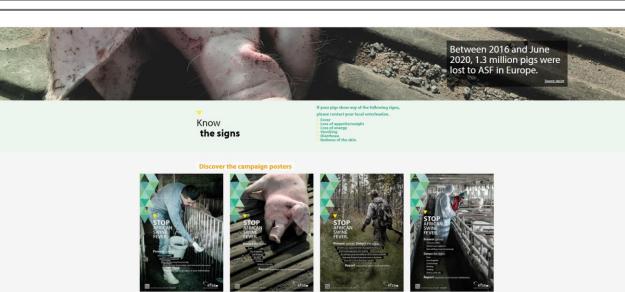
- Headline is simple, informative and factual.
- A yellow triangle points to the headline; all caps font, with an accent on the word 'stop'.
- Key messages are highlighted in bold.
- Use of bullet points conveys information concisely.
- Target audiences presented in their own environment.



Website: a home for all the comm material

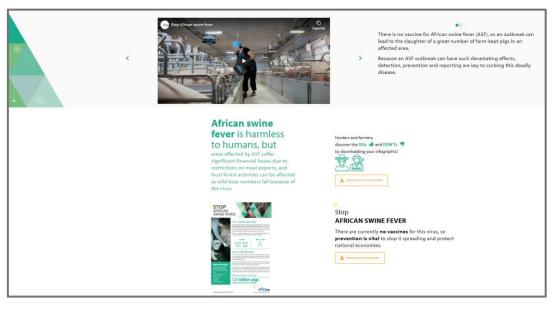






In 13 languages

https://www.efsa.europa.eu/en/StopASF#/



Posters











Factsheets









What is African swine fever?

African swine fever (ASF) is a highly contagious viral disease that affects wild boar and domestic pigs but poses no threat to humans. However, the virus can have devastating economic consequences for affected countries. The disease has spread across the European Union since 2014, when it was first found in wild boar, and spread to four Member States within the same year.

There are currently no vaccines for this virus, so prevention is vital to try to stop the spread of the disease and protect national economies.

At risk



Not at risk



How can ASF affect you?

As a farmer, the presence of ASF on your farm would lead to financial losses due to the death of your animals. The country's agricultural sector could also be damaged by trading restrictions imposed on food products and livestock by non-affected countries.

As a hunter, the presence of ASF in your country heavily reduces the population of feral pigs. Drastic measures such as a complete ban on hunting in certain areas could be imposed to curb the epidemic.

The disease can be easily spread through direct contact between infected pigs or boar; indirect contact through ingestion of contaminated food such as food waste, feed, or rubbish; bites from infected ticks; and contact with contaminated equipment such as clothing, farming equipment, and vehicles.

Between 2016 and June 2020

1.3 million pigs were lost to ASF in Europe

▶ Redness of the skin

▶ Vomiting

▶ Diarrhoea

Know the signs

following signs, you should

▶ Loss of appetite/weight

contact your local veterinarian:







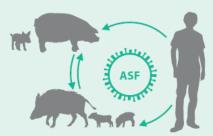
Infographics





to humans, but can have devastating social and economic consequences for those countries where it is present.

There is currently **no vaccine** for this deadly disease.



Help us stop the spread of **African swine fever** by sharing the following safety measures.









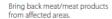
In forests and fields, dispose of all food leftovers in closed waste bins.



Keep to marked paths during forest walks.









Visit pig farms if you have recently been in contact with wild boar.

ASF does not affect humans, but if it spreads it can affect local agriculture, forest management, tourism, hunting and other related activities.



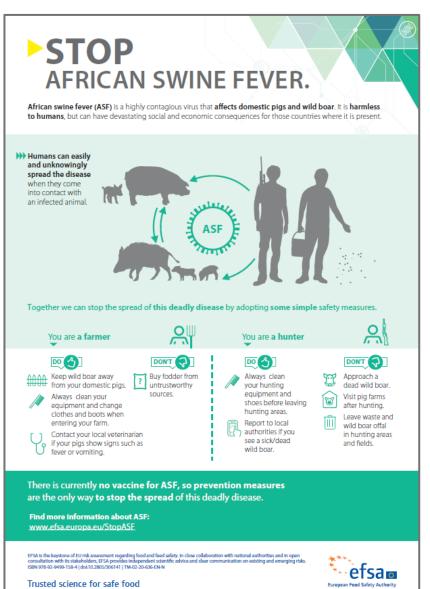


Find more information about ASF: www.efsa.europa.eu/StopASF



Trusted science for safe food





Paid campaign – TV and radio spot





- TV spot produced for six countries.
- 25 sec online video promoted in all countries.



Radio spot was produced for five countries.

Paid campaign - Print



















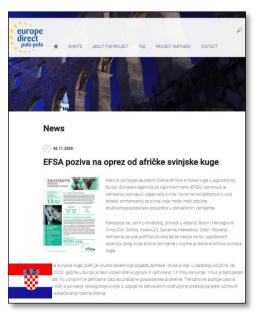
Selection of clippings from stakeholder outreach



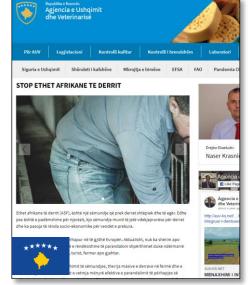




















1 Instagram post

Marko Maraš on a pig farm with pigs and the farmer, explains the danger of ASF + a call to action to our target audience

2 Instagram stories

Story 1 - short video of Marko on a pig farm with a direct call to action to the target audience

Story 2 - campaign poster or another photo from the pig farm whit call to action for a swipe up which would direct the target audience to our website in order to get more information

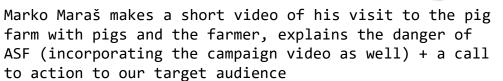
2 Facebook posts

Post 1 -Marko Maraš on a pig farm with pigs and the farmer, explains the danger of ASF + a call to action to our target audience Post 2 - sharing the campaign video + a call to action to our target audience









1 blog post



Blog post explaining the ASF treat based on the already prepared infographics and storytelling from the farm.



Seljak.me website + mailing

Sharing of the campaign material on the website and via mailing list

Serbia Jovan Memedović







1 Instagram post

picture of Mr. Jovan Memedović on a farm with pigs/wild boars or in nature with a text explaining the danger of ASF + a call to action to our target audience

2 Instagram stories

Story 1 - short video of Jovan in nature with a direct call to action to the target audience

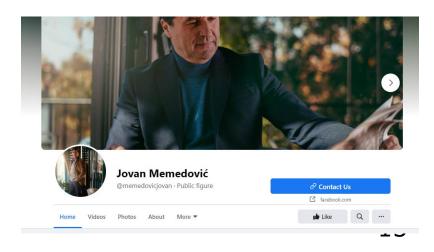
Story 2 - campaign poster whit call to action for a swipe up which would direct the target audience to our website in order to get more information





1 Facebook post

picture of Mr. Jovan Memedović on a farm with pigs/wild boars or in nature with a text explaining the danger of ASF + a call to action to our target audience





CAMPAIGN EVALUATION

Results



Stakeholders engaged

84

1.5% times more than planned

Earned media results (n. articles)



3 times more than planned

Stakeholder activities



This includes social media, campaign material featured in newsletters, websites, magazines etc.

Website



Page views (31/08 - 16/11).

Paid media

Online banners

Impressions 137.5M

Clicks 228K

Impressions were 3 times more than expected. Clicks were 5 times more.

Online video

Impressions 33.1M

Completion rate 20,6%

Impressions and clicks were 3.5 times more than planned. The planned completion rate, though, was 45%.

TV

Gross rating point 116%

Ads implemented according to plan

Radio

No of spots 1,868

Ads implemented according to plan

Influencers Contacts 200,000

Print Potential contacts 126,000

17

Qualitative feedback (post-campaign research)



Campaign outcomes for **farmers**:

- Buzz among farmers
- Awareness of symptoms
- Implementation of more strict disinfection
- Interest in finding out more
- Clear message with strong call for action

Farmers need:

- More tools to raise awareness among their colleagues and partners
- Updates on recent developments

Campaign outcomes for **hunters**:

- Buzz among hunters
- Basic awareness of symptoms
- Slight increase in stricter disinfection
- Clear message with strong call for action

Hunters need:

- More information on what their impact is on spreading the disease
- Updates on recent developments

Next steps



- Follow-up of the campaign.
 - Target audience: farmers
 - **Tactics**: focussed information campaign via veterinarians; outreach to chief veterinary officers to ensure MS/stakeholders engagement
 - **Region**: targeted countries in South-East Europe + other countries at risk of ASF (Bulgaria, Czech, Germany, Lithuania, Latvia, Poland, Slovakia, Estonia, Hungary, Romania)

For a budget of 500.000 EUR.