

COMMUNICATING RISKS: AFRICAN SWINE FEVER

WTO Risk Workshop
July 13, 2021



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Risk Communications at the CFIA

Definition

Real-time dialogue between CFIA, as the regulator, and those potentially affected by risks, for the purpose of allowing people to make informed decisions, to encourage positive behaviour change, and to maintain public trust.

Principles

- Understanding audiences and their needs
- Openness and Transparency
- Clear, timely communications
- Coordination with and engagement of stakeholders
- Independent, science-based regulator



What is ASF?

01.

ASF is a contagious viral disease that affects all pigs.

02.

There is no treatment or vaccine for ASF and it has a high mortality rate.

03.

ASF is not a food safety risk.

04.

ASF continues to spread globally—but it has never been detected in Canada.



The Economic Impact of ASF for Canada

AFRICAN SWINE FEVER (ASF) POSES A SIGNIFICANT RISK TO THE CANADIAN PORK INDUSTRY AND THE CANADIAN ECONOMY



Canada is the third-largest pork exporting country in both value and volume and represents about 20% of world pork trade.

1.2M



1.2 million tonnes of pork, valued at \$3.8 billion were exported to 87 countries in 2018.



The pork industry contributes 103,000 direct and indirect jobs that, in turn, generate \$23.8 billion when farms, inputs, processing and pork exports are included.

TOP THREE MARKETS FOR CANADIAN PORK:

UNITED STATES



JAPAN



CHINA



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EVERYONE HAS A ROLE TO PLAY IN REDUCING THE RISK OF ASF



FIND OUT MORE

Learn how you can help prevent African swine fever from impacting Canada's economy.

Visit inspection.gc.ca/ASF

ASF Risk Pathways

Risk assessments determined that there are 5 main risk pathways in which ASF can be introduced into North America:

01.

Lack of strong on-farm biosecurity standards

ASF can be brought onto a farm by people who have visited farms from areas that are affected with ASF. This includes bringing contaminated food, clothing or equipment onto farms

02.

International travellers

People, such as farm workers, foreign exchange students or hunters, who travelled to countries affected with ASF, could bring back contaminated food, clothing or equipment

03.

Food scraps

ASF can survive for several months in fresh, frozen, cooked, partially cooked and processed pork products. Feeding pigs food scraps that are infected with the virus can spread the disease to their animals

04.

Animal feed

ASF can be spread through contaminated feed or feed ingredients

05.

Contact with wild pigs

ASF can be spread directly between sick and healthy pigs. This happens through contact with the blood, tissues, secretions and excretions from infected pigs

AFRICAN SWINE FEVER

CFIA COMMUNICATIONS OVERVIEW

TRAVELLER AWARENESS

BORDER PROTECTION

- Increase in CBSA Detector Dog teams
- Video promoting detector dog programs
- Customs handouts for farm visits
- Airport Customs Halls digital screens and posters



PUBLIC FACING MESSAGING

- Messaging in travel clinics (pending)
- Inflight messaging on international flights to Canada
- Airport signage, departure and arrivals areas
- Placemats for airline check-in counters
- Social media advertising campaigns
- Social media influencer campaigns
- CFIA contribution to joint strategy with IATA and OIE
 - 46 airlines in North Asia and Asia Pacific
 - 2020 Chinese New Year travel season
 - Posters, boarding cards, seatback flyers, videos, inflight messaging

PARTNERSHIPS

- Official letters to international airlines
- Information kits to associations representing
 - Travel agents
 - Airlines
 - Airports
- Outreach
 - Int'l Air Transport Association
 - Board of Airline Representatives Canada
- Articles in industry association publications/newsletters

ETHNOCULTURAL COMMUNITY AWARENESS

PUBLIC FACING MESSAGING

- Small ethnic food retailer awareness campaign
- Campaign landing page
- Social media advertising (Facebook, Instagram)
- Social media messages (WeChat, Weebo, LinkedIn)
- 1-800-O-CANADA recorded message
- Passport inserts
- Passport Offices Digital Display Network messaging
- Service Canada Mobile Outreach program handouts (pending)

ETHNIC MEDIA OUTREACH

- Media outreach
- Interviews
- Media kits

FOREIGN WORKERS & INTERNATIONAL STUDENTS

- Direct message to employers of temporary foreign workers
- LinkedIn message to immigration lawyers
- Information kits to
 - International student associations
 - Community associations and service centres
 - Foreign temporary workers programs (home, farm services, food processing sectors)
 - Visitor Access Centres (pending)
 - Provincial Tourism boards and Immigration programs (Atlantic Immigration Pilot Program)
 - Travel partners
 - Landing clinics in international airports (pending)



EMERGENCY PLANNING & PREPAREDNESS

PREPAREDNESS

- Outreach - Canadian Pork Council
- Communications resource capacity expansion e.g. learning days
- Consumer behaviour polling
- Chronicle 360 podcast

RESPONSIVENESS

- Communications approach
- Roll-out plan
- Draft announcement materials and key messaging
- B-roll footage for use by media, National Emergency Operations Centre
- Information kits for
 - Members of Parliament; OGDs; Provinces; Importers/Exporters

BIOSECURITY & TRACEABILITY, ASF IMPACT

- Small holder awareness campaign
- Public opinion research
- Videos featuring producers
- All missions messages (four to date), in partnership with GAC
- Outreach
 - Canadian Pork Council
 - Provinces (MB, QC, ON)
 - Canadian Meat Council

INTERNATIONAL FORUM ON ASF

- News releases
- Social media content
- Media technical briefing
- Discussion panel on risk communications
- Communications contribution to final report
- Web postings

MEDIA

PROACTIVE

- Ministerial announcements and photo opportunities
- Chief Veterinary Officer (CVO) statements
- Proactive media outreach series (La Presse)
- Media interviews with CVO and other experts (lab managers re testing)
- Spokesperson training
- Promotion of Executive Management Board
- Media outreach to Small ethnic food retailers

RESPONSIVE

- Key messages, media lines, Qs&As

WEB COMMUNICATIONS

AWARENESS

- Web content by target audience
 - Travellers, producers, pig owners, hunters, importers
- Products
 - Infographics
 - Fact sheets
 - Videos
- ASF specific content on federal partner websites e.g. travel.gc.ca



RESPONSIVE

- Dark website in the event of an outbreak

PARTNERS & COLLABORATORS

- Communications Working group
 - Federal
 - Provincial
 - International
 - Travel stakeholders
 - Industry stakeholders
- International Risk Communications Working group
 - OIE Risk Communications survey

Travellers – 2019-2020 Campaigns

PROTECT CANADA'S PIGS FROM AFRICAN SWINE FEVER

African swine fever (ASF) is deadly for pigs and would devastate our pork industry, impacting the Canadian economy. Whether you travel for work or pleasure, preventing the global spread of ASF is everyone's responsibility.

**DON'T PACK
PORK**



**DON'T SEND
PORK BY MAIL**



**ALWAYS
DECLARE**



**AGRICULTURE
WORKERS
TRAVELLING
TO CANADA**



[INSPECTION.GC.CA/PROTECT-PIGS](https://inspection.gc.ca/protect-pigs)

Canada

PROTECT CANADA'S PIGS FROM AFRICAN SWINE FEVER

African swine fever (ASF) is deadly for pigs and would devastate our pork industry, impacting the Canadian economy. Whether you travel for work or pleasure, preventing the global spread of ASF is everyone's responsibility.



DON'T PACK PORK

If you are travelling from an ASF-infected country you could bring this pig disease to Canada through infected pork products packed in your luggage. Pigs are at risk of infection if those pork products end up on a farm where pigs have access to the pork, or if wild pigs have access to the pork in landfills and then spread ASF to farmed pigs.



COVID-19 Pandemic: Shift in Risk

The risk of travellers introducing ASF to Canada was reduced.

Next largest area of potential risk:

- **small-scale producers who may not follow sound biosecurity practices**

This growing target audience may not understand the long-term impact ASF would have on the Canadian pork industry and the overall economy

Canada's Small Pig Farms

Why do you think small holder operations pose a greater risk?

Small holders pose a greater risk because pigs are:

01.

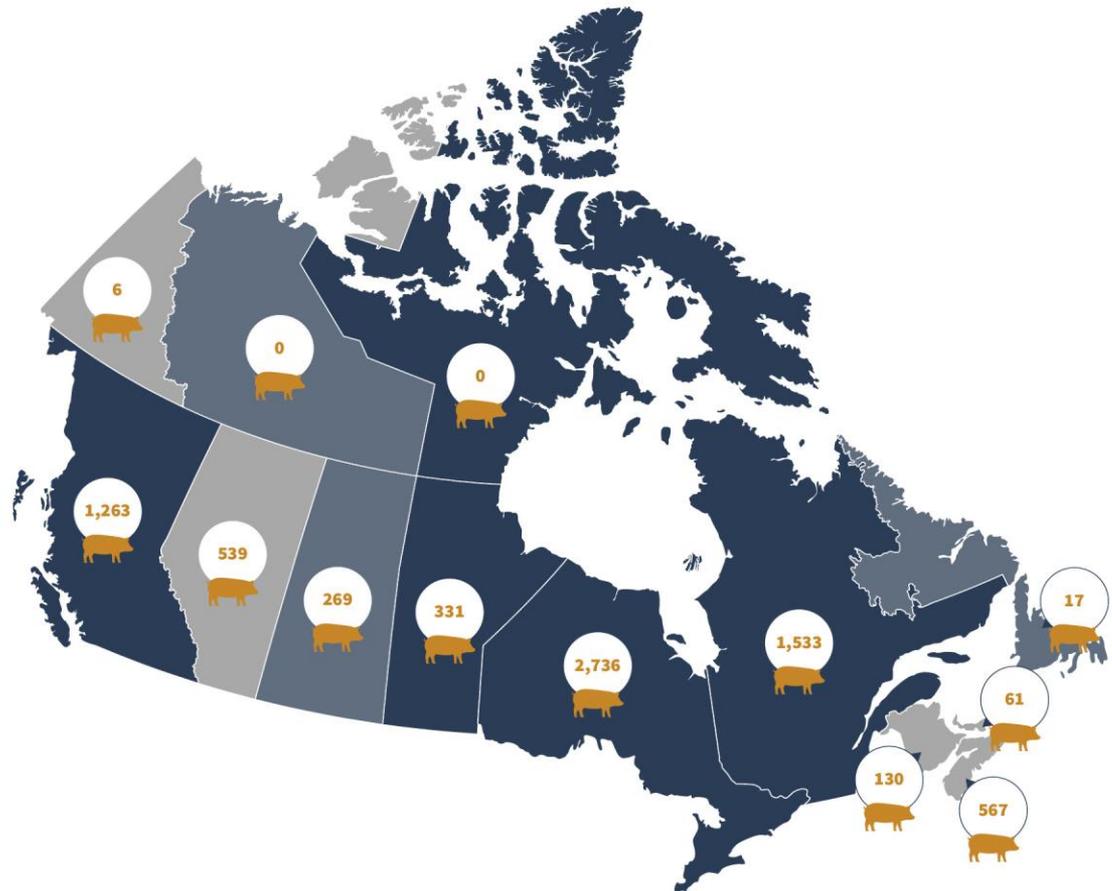
more likely raised outside

02.

more likely to be fed alternative sources of feed

03.

less likely to have regular vet oversight, etc.



CLOSE THE GATE ON AFRICAN SWINE FEVER

Get the checklist



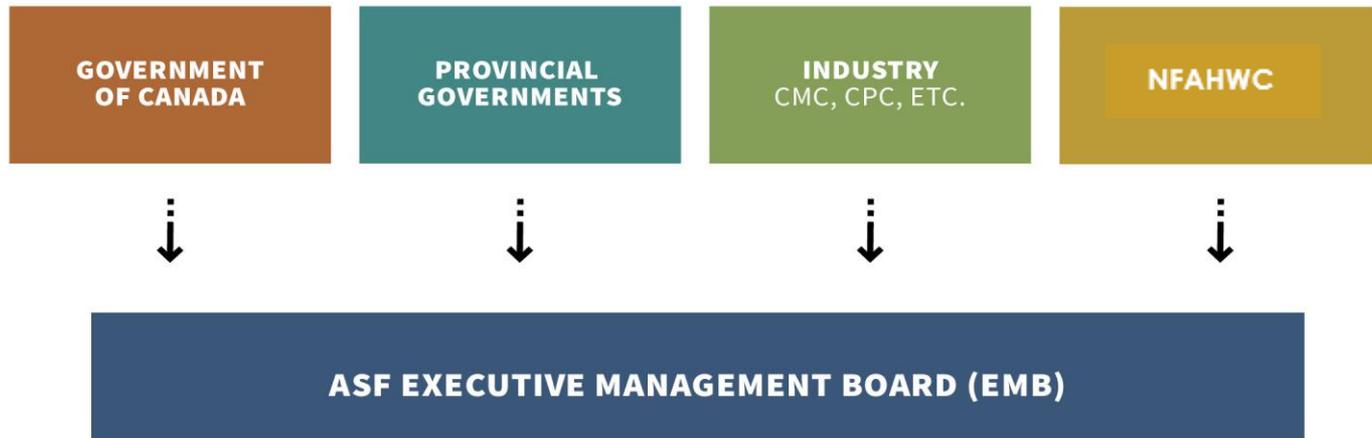
Small-Scale Producers – 2020-2021 Campaigns

- Public opinion research—to understand this audience better
- Marketing research—to learn how to reach this audience
- Advertising campaign—to start reaching this audience

Collaboration and engagement

COLLABORATION FOR PREVENTION

Federal and provincial governments and industry are coming together to prevent entry and mitigate the impacts of ASF in Canada. The ASF Executive Management Board has been brought together to develop and implement Canada's Action plan on ASF.





Canada is taking unprecedented steps to prevent African swine fever (ASF) from entering Canada, while also preparing for possible detection.

Collaboration

- Collaboration remains the cornerstone to Canada's approach
 - sharing information across government and industry
 - supporting organizations in their work
 - focussing on preventative action and a strong response, should ASF enter Canada



Importance of Risk Communications

There is risk in overlooking risk communications

- Awareness (prevention and trust)
- Preparedness for outbreak



QUESTIONS?