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International
Plant Protection
Convention

Phytosanitary Risk Communication

SPS Workshop: Risk Assessment, Risk Management and Risk Communication
12-13 July 2021

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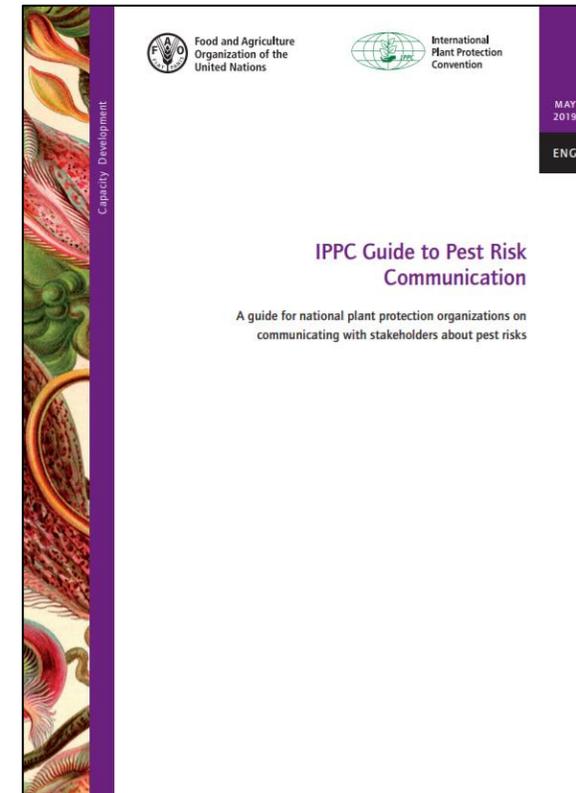
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Outline

1. **What is pest risk communication, and why is it important for the benefit of plant health?**
2. **Principles of good pest risk communication and Key factors that may influence the success of Risk Communication**
3. **Action: Putting pest risk communication into action**
4. **Concrete examples**



<https://www.ippc.int/fr/core-activities/capacity-development/guides-and-training-materials/>

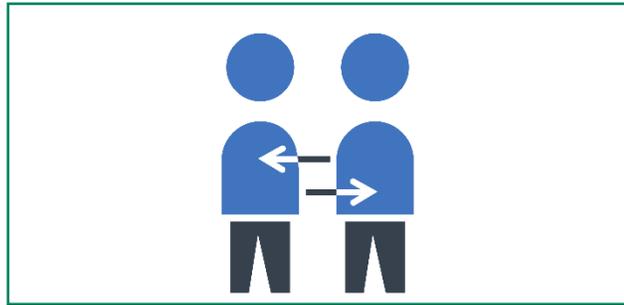


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1. What is pest risk communication, and why is it important for the benefit of plant health?



Interactive process allowing the exchange of information and opinions between an **NPPO and stakeholders** about the risks and risk-related factors associated with plant health.



Helps the stakeholders decide whether to import specific plant species or products, understand how to reduce the spread and socio-economic impact of pests, or understand why regulatory actions are being taken.



Ensure the understanding of the PRA issues and uncertainties and allow all stakeholders to inform the decision-making process.

Stakeholder: person, group or organization that has an interest in, or is **affected by, the phytosanitary activities of an NPPO.**





1. What is Pest Risk Communication? Components:

Pest Risk

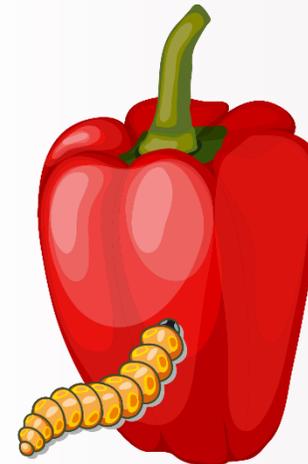
Level of risk
expressed in a PRA

Perception

What stakeholders think
or feel about the pest risk

Action

NPPO + Stakeholders = manage the risk



“NPPO staff members, scientists, politicians, local industries, importers and exporters may all hold different views on the risk situation and how to manage it. If these views are not harmonized, different stakeholders are likely to act according to their own views about the risk.”



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1. What is Pest Risk Communication? Objectives



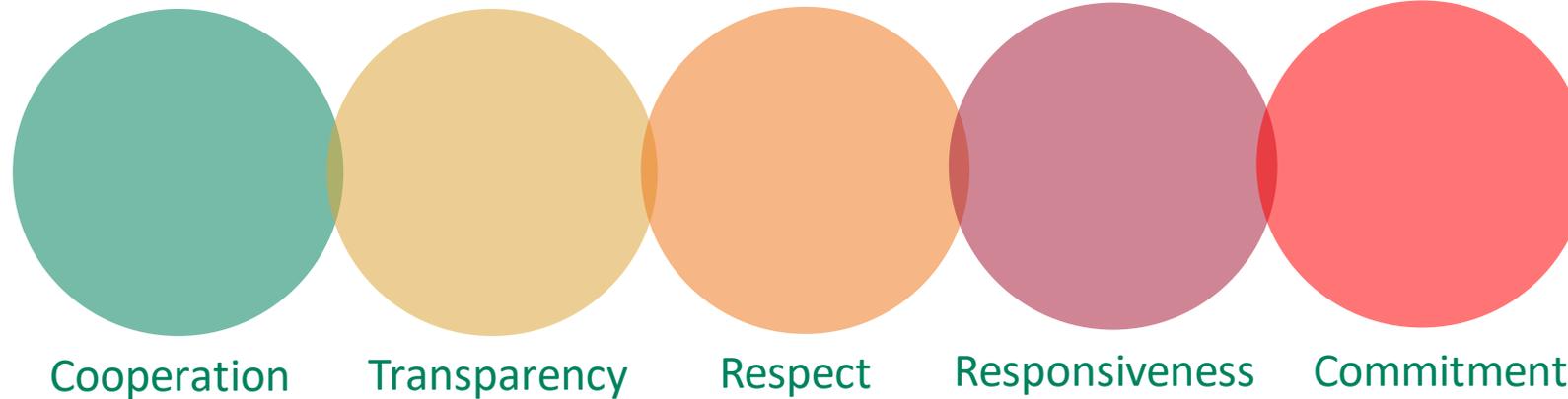
To protect plant health through the provision of information that enables risk management decision-making to be better informed and the implementation of such decisions to be more effective.



2. Principles of good pest risk communication and key factors

Creating opportunities for an exchange of views and achieve a mutual understanding of the risks.

Commit only to what can be reasonably delivered, and then do it.



Sharing what is known and what is unknown.

Respect is central to all effective risk communication.

Being timely in making information available.



2. Principles of risk communication and key factors that may influence the success of risk communication

P

Planning

Recognize that planning is important

Helps effective risk communication, especially regarding complex issues or large-scale communication campaigns.

N

Nature

Understand the nature of the pest risk, including uncertainties.

Understand the pest, the risk it presents, the uncertainties, and what can be done.

S

Stakeholders

Identify the stakeholders and their needs.

Determine which groups of people need to receive the risk communication information. What the target audiences already know about the risk and the specific concerns and perceptions they have.

R

NPPO's responsibility

Understanding NPPO's responsibility.

Implies managing differences in concerns, depending on the pest risk and the stakeholders concerns (precaution advocacy/crisis management)

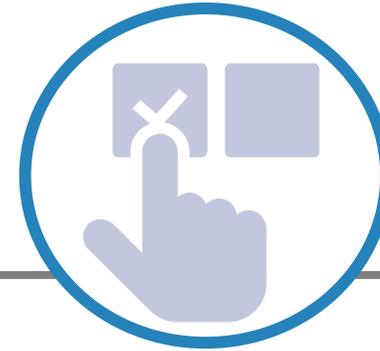
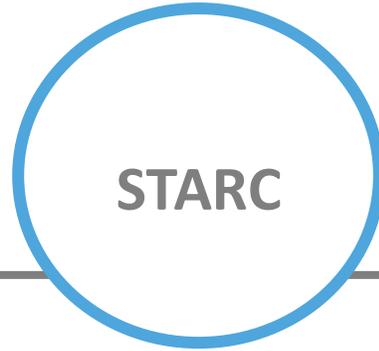
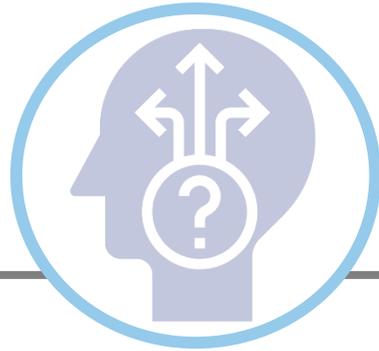


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3. Putting pest risk communication into action



**Establishing interactions
and relationships with
stakeholders.**

**Dealing with
uncertainty**

**Message
development**

**Choosing channels, tools
and methods**

**Communicating
to international
stakeholders**

Encourage the establishment and development of partnerships and promote coordination.

It is much better to communicate early.

Simple, Timely (up to date),
Accurate, Repeated and
Consistent.

It may be appropriate to combine several methods and use multiple channels of risk communication.

Builds trust and is part of the National Reporting Obligations

Monitoring & Evaluation and contingency planning



Case study: Distribution of posters and stickers to raise awareness on risks involved in the transportation of firewood (Canada)



A single piece of firewood can **DESTROY** millions of trees.

Moving firewood, even just a few kilometres away, can spread invasive insects and diseases to our forests.

DON'T MOVE FIREWOOD

Buy it locally. Burn it on site. Never bring it back home.

For more information call 1-800-442-2342 or visit www.inspection.gc.ca

Canadian Food Inspection Agency / Agence canadienne d'inspection des aliments




Un seul morceau de bois de chauffage peut **DÉTRUIRE** des millions d'arbres.

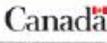
Le déplacement de bois de chauffage, même de quelques kilomètres, peut favoriser la propagation d'insectes envahissants et de maladies à nos forêts.

NE DÉPLACEZ PAS DE BOIS DE CHAUFFAGE

Achetez-le localement. Brûlez-le sur place. Ne le rapportez jamais à la maison.

Pour de plus amples renseignements, composez le 1-800-442-2342 ou visitez www.inspection.gc.ca

Agence canadienne d'inspection des aliments / Canadian Food Inspection Agency



- 
- The movement of firewood poses a substantial risk to Canada's economy and environment. Transporting untreated firewood can lead to the spread of pests, including insects, plants and pathogens, harboured in the wood or bark.
 - The Canadian Food Inspection Agency created and distributed posters and stickers to the public. Posters outlined the risks involved concerning firewood movement, and stated that firewood should be bought and burned locally.



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Case study: Risk communication to international travelers Raising public awareness (EPPO)



EPPO published a poster entitled “Don’t risk it!” together with an accompanying leaflet.



Raise public awareness about the risks of moving plants and to encourage responsible behavior.



The poster was translated in more than 20 languages and is displayed in airports, seaports, border inspection points, railway stations, and travel agencies.





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Case study: the International Phytosanitary Portal (IPP)

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International Plant Protection Convention

The International Plant Protection Convention (IPPC) is a plant health treaty signed by over 180 countries

What's new

- 02-07-2021 The June CPM Bureau report is now available
- 01-07-2021 IPPC Consultation Period is now OPEN!
- 01-07-2021 Draft diagnostic protocols for *Striga* spp. is under DP notification period
- 01-07-2021 Coming up: SPS Workshop on Risk Assessment, Risk Management

COVID-19 Related Information

FAQ: Global Action for Fall Armyworm (FAW) Control

Tools

www.ippc.int: news, calls, etc.

INTERNATIONAL YEAR OF PLANT HEALTH 2020

PROTECTING PLANTS, PROTECTING LIFE

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@ippcheadlines · Nonprofit Organization

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Viale delle Terme di Caracalla
Rome, Lazio, Italy

International Plant Protection Convention - IPPC

IPPIC's mission is to secure cooperation among nations in protecting global plant resources from the spread and introduction of pests of plants, in or... See More

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33,319 people follow this

Social media: IPPC facebook
twitter

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Countries / Official pest report (Art. VIII.1a) list /

Results for: Official pest report (Art. VIII.1a) (1-895 of 895)

Map showing official pest reports (Art. VIII.1a) across the world.

Country	Report number	Date published	Last updated	Identity of Pest	Host(s) or Article(s)	Status of pest (under ISPM No.8 2021)	Title
Algeria	DZA-01/2	16 Jun 2011	15 Jun 2011	Erwinia amylovora - (ERVIAM)	Poirier, pommier, néflier	Present; widely distributed	Signalement du feu bactérien
Antigua and Barbuda	ATG-01/1	21 Apr 2008	20 Apr 2008	Achatina fulica - (ACHAFU)	Not yet determined	Present; transient	Giant African Land Snail

Pest reports as National Reporting Obligations



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TO BE SOON RELEASED: e-Learning course on Pest Risk Analysis

- Produced with the in-kind IT and pedagogical contribution of the Comité de Liaison Europe Afrique Caraïbe Pacifique (COLEACP).
- Produced under the oversight of the IPPC Implementation and Capacity Development Committee through Working Groups.
- Will be composed of different levels (basic, intermediate and advanced), in English and French.





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Conclusions

Pest Risk Communication:

- **Facilitates** the dialogue and understanding between and among stakeholders, which could include the general public.
- **Enables** stakeholders to protect plant resources from pest risks by providing information that can inform risk management decisions.
- **Enhances** the overall effectiveness of the PRA process.



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Thank you

IPPC Secretariat

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ippc@fao.org | www.ippc.int