



# Better Training for Safer Food *Initiative*

**Vittorio GUBERTI**  
**COMMUNICATION**

# BTSEF

*This presentation is delivered under contract with the Consumers, Health, Agriculture and Food Executive Agency (<http://ec.europa.eu/chafea>). The content of this presentation is the sole responsibility of Opera S.u.r.l., the Istituto Zooprofilattico Sperimentale Lombardia e Emilia Romagna and the State Food and Veterinary Service of Latvia and it can in no way be taken to reflect the views of the Consumers, Health, Agriculture and Food Executive Agency or any other body of the European Union. The Consumers, Health, Agriculture and Food Executive Agency or any other body of the European Union will not be responsible under any circumstances for the contents of communication items prepared by the contractors.*

**Warsaw, 3-5 October 2016**

# Risk Analysis

## Main components in Risk Analysis:

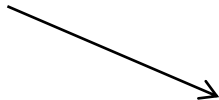
- Hazard identification (ASF)
- Risk assessment (are we at risk?)
- Risk management (which management measures)
- **Risk communication**

# Risk communication

EU Commission (DG Sanco/FVO)  
EU Parliament  
Nat. Government  
Nat. Crisis Team



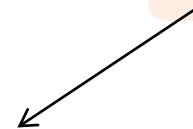
RISK MANAGEMENT



EFSA  
ECDC  
Nat. Government  
Nat. Risk Experts



RISK ASSESSMENT



**RISK Communication**

# Why communicate

- Avoid panic, misinformation
- Avoid internal drop of consumption of some animal products (i.e. pork )
- Avoid market restrictions
- Better and peaceful management of the emergency
- Better response from involved stakeholders

# The communication plan: key elements

Key objectives

Target audiences

Key messages per target audience

Analysis of main influencers/relays/media per target group

Choice of most appropriate channels for communication

Media plan, including policy, main events and list of authorized spokespersons

Planned activities with timeline

Planned productions/publications with proposed distribution

Monitoring and feedback mechanisms

## Internal communication

Minister  
Chief Veterinary Officer  
Head office  
Local office / Regional Crisis  
Center RCC  
National Reference/ Diagnostic  
Laboratory  
Press office

## External communication

Media  
Stakeholders  
Owners of infected farms  
Hunters in infected areas  
Pig breeders inside and  
outside infected areas  
Hunters in the Country

# Internal communication

## **The Minister (minister's office) shall be informed about:**

Disease suspicion/confirmation

The legislation covering disease control

The current disease situation

The budget needed for disease control

Communication within the Government, International organizations, stakeholders, trade partners and the media

# Internal communication

Top level Daily Communication meeting

Agenda: strategy, messages, media handling

Communication section of the Central Crisis center and the ministers press officer

Daily forum for identifying and agreeing on key points in communication of the situation



# External communication and appropriate technology

Communication channels:

- Press releases
- Mail shots
- Stakeholder group meetings
- Stakeholder e-mail updates
- Text messaging service
- Public events
- Social medias

# External Communication

**AIM: to provide appropriate, clear and accurate information to the key audience**

A proactive communication approach can:

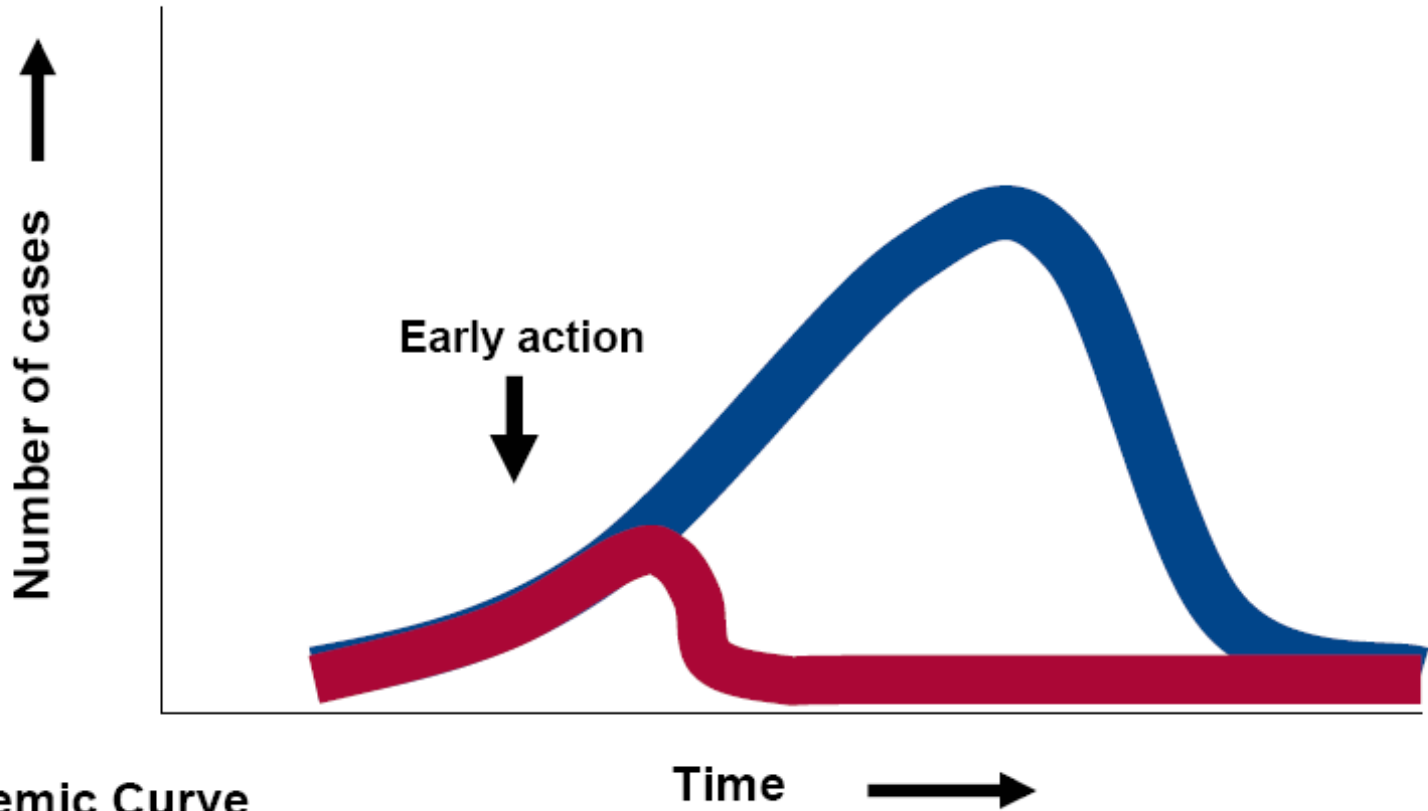
- 1) reduce pressure on colleagues/management entities
- 2) acting in advance of future situation

Direct to:

- Persons directly involved in the outbreak like farmers, hunters;
- Other farmers in rest of country (not perceived at risk);
- The public in the general



European  
Commission



The Epidemic Curve

# Trust

The key principle of any communication is to communicate in ways that build, maintain or restore **trust between the public and outbreak managers**. Without this trust, the public will not believe, or act on, the information that is communicated by authorities during an outbreak.

People are usually concerned about responders':

**Motives:** Are the responders acting primarily to protect my herd or the the herds of my neighbouring?

**Care:** Are my personal, social, economical concerns being addressed?

**Honesty:** Are the responders holding back or downplaying information?

**Competence:** Are the responders capable of controlling the outbreak?

## Announcing early

- Proactive communication of a real or potential risk is crucial in alerting those affected and minimizing the threat.
- Announcing early - even with incomplete information - prevents rumours and misinformation.

## Announcing early

- The longer officials with hold information, the more frightening the information will seem when it is eventually revealed, especially if it is revealed by an outside source.
- Late announcement will erode trust in the ability of public health authorities to manage the outbreak.

# Transparency

Maintaining the public's trust requires transparency

Timely and complete information of a real or potential risk and its management.

As new developments occur they should be communicated proactively.

Transparency should characterize the relationship between risk managers, public and partners as it promotes improved information gathering, risk assessment and decision-making processes associated with outbreak control.

## Listening

Understanding the public's risk perceptions, views and concerns is critical to effective communication and the broader emergency management function it supports.

Without knowing how people understand and perceive a given risk and what their existing beliefs and practices are, decisions and required behaviour changes necessary to protect health may not occur and societal or economic disruption may be more severe.



## Main messages should be available for the following phases

- D**
- 1) Suspicion
  - 2) Confirmation
  - 3) Containment
  - 4) Recovery

**T**

**S**

**F**

# Risk communication management

## Do:

- Give facts and numbers and research results (journalists love those)
- Tell what you have observed/seen
- Tell the truth (or as much as you can)
- Tell what the policy is
- Be honest about your own feelings as long as it is functional: tell you don't like culling but that you think it has to be done because of.....(usually public health)
- End a conversation firmly by saying you have work to do.

# Risk communication management

## Don't :

- Tell lies
- Give names of persons or companies
- Give out addresses
- Ventilate your personal opinions
- Show your personal emotions (or get angry)
- Doubt your own organization (at least openly)
- Be openly negative about the chosen policy
- Get talkative because you like the (male/female) journalist
- Hide behind the law
- Run away or hide behind a shed



# Farmers

**Farmers directly involved** (IP's and farmers in restriction zones)

Main topics – to order restrictions

Direct communication

Registration in databases/ farms identification

Direct telephone numbers

Fast hotlines

Websites registrations

## In discussion with the farmer

- Explain the relevance of interventions
- Don't get emotional
- Express sympathy but not pity
- Express respect, be polite and neutral
- Make your point and hold

# Hunters

**Hunters directly involved** (infected hunting grounds, hunters in restriction zones)

Main topics – to order restrictions

Direct communication

Registration in databases/ hunting ground identification

Direct telephone numbers (hunting manager or President of the local hunting association)

Fast hotlines

# In discussion with hunters

Explain the relevance of interventions

Explain the role played by hunters in reducing the virus  
environmental load

Show knowledge about hunting system and wild boars

Discuss about other type of hunting

Make your point and hold

## Be aware that

**Pig farmers:** at individual level there is no evident benefit in stamping out the whole herd, especially if few animals are infected;

**Hunters:** nobody can perceive any real benefit from depopulating or reducing the wild boar population even if the population is infected





European Commission

# International communication and transparency

INFO: from the field to the world

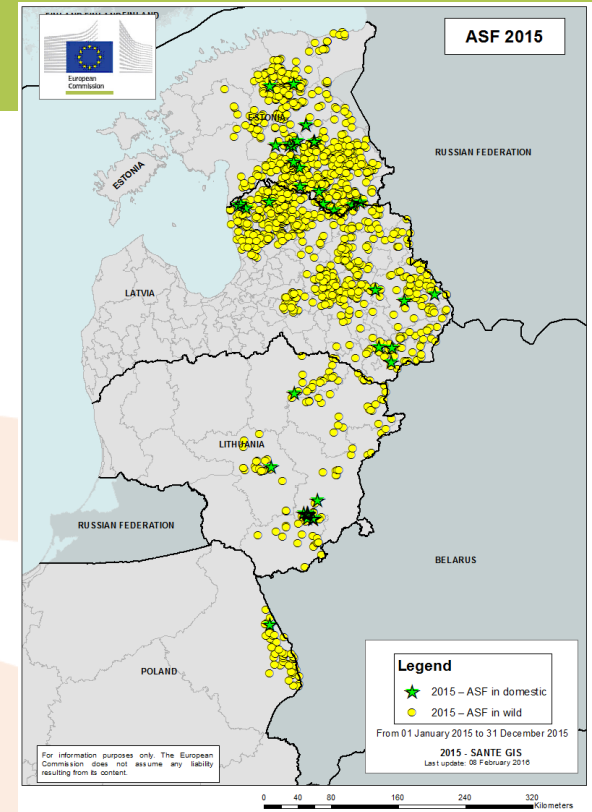
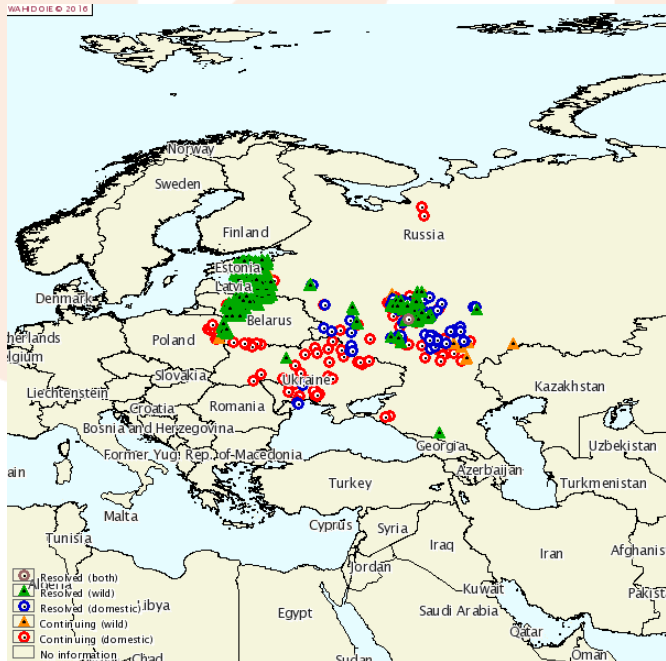
Field vet: suspicion

Laboratory: confirmation

CVO office: internal and international communication

OIE: WHAIDS

EU: ADNS



<b>ITALY</b>	<b>ANTHRAX</b>	<b>05/09/2016</b>	<b>3</b>
	<b>A.S.F.</b>	<b>29/08/2016</b>	<b>19</b>
	<b>A.S.F.W.B.</b>	<b>12/08/2016</b>	<b>38</b>
	<b>B.Bruc.</b>	<b>14/07/2016</b>	<b>3</b>
	<b>B.T.</b>	<b>16/09/2016</b>	<b>413</b>
	<b>B.TB</b>	<b>28/08/2016</b>	<b>6</b>
	<b>C/O Bruc.</b>	<b>13/07/2016</b>	<b>5</b>
	<b>H.P.A.I.</b>	<b>16/05/2016</b>	<b>2</b>
	<b>L.P.A.I.</b>	<b>15/04/2016</b>	<b>2</b>
	<b>S.H.B.</b>	<b>28/07/2016</b>	<b>4</b>
	<b>W.N.F.</b>	<b>16/09/2016</b>	<b>20</b>
		<b>Total :</b>	<b>515</b>

## Summary

An Risk/Outbreak communication plan should be an **integrated part of the Contingency Plan**

Risk/Outbreak communication plan should **cover Internal, External and International Communications**

Make use of appropriate **media and channels**

Ensure that key **audiences are known and targeted and reached**

Provide appropriate, clear, accurate and **consistent information confined to the truth**



Thanks, questions



**Hieronymus Bosch**  
***Ascesa all'Empireo***  
Palazzo Grimani  
**Venezia**





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## Opera S.u.r.l.

Viale Parioli 96 - 00197 Roma - Italy

Tel +39 06 96042652 / +39 06 8080111

Fax +39 06 89280678

[info@opera-italy.it](mailto:info@opera-italy.it); [www.btsftraining.com](http://www.btsftraining.com);

[www.opera-italy.it](http://www.opera-italy.it)

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## Better Training for Safer Food BTSF

• *European Commission  
Consumers, Health, Agriculture and Food Executive  
Agency  
DRB A3/042  
L-2920 Luxembourg*