



Food and Agriculture Organization
of the United Nations

Emergency Management Centre

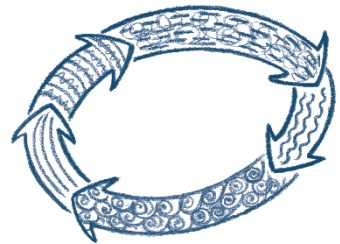


Benefits of good risk communication and the potential risks of not clearly communicating risk to target groups in the context of animal health emergencies

Eibhlinn Lynam

Emergency Management Centre (EMC), FAO



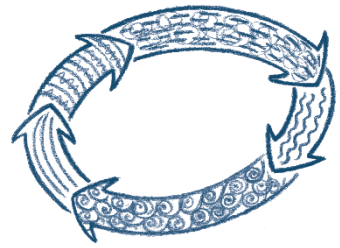


Risk communication: in a nutshell

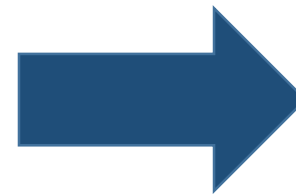
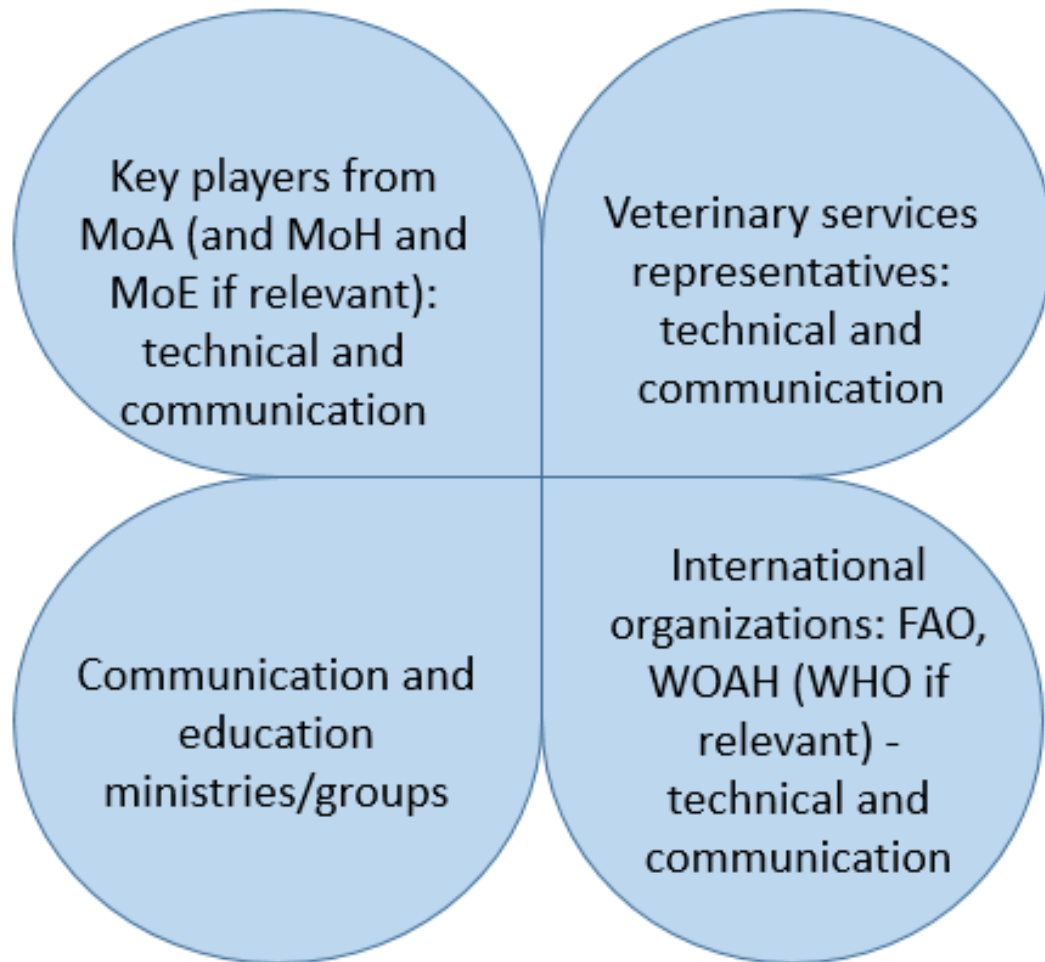


Standard definition:
Providing people with accurate information so they can make informed decisions



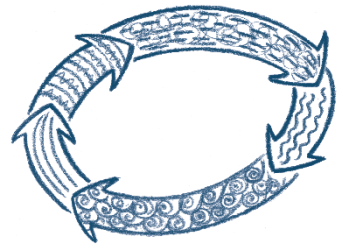


Appointing a Risk Communication Team (RCT)



RCT must be able to mobilize immediately once outbreak is confirmed

RCT meets regularly so that each member can provide updated information



RCT: roles and responsibilities



BOTH

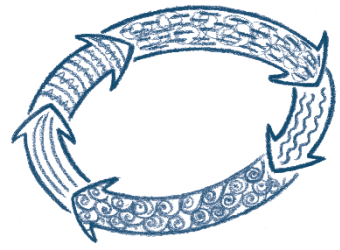
Provide updated information on the outbreak, identify what actions to be taken to prevent and control outbreak

Translate technical information into messages for a general audience (clear, digestible, attention-grabbing)

Key messages validated by RCT and campaign is built on those messages



Spokespeople must be kept updated of changing messages at all times!



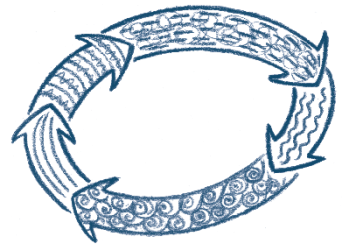
Developing a risk communication strategy



Develop strategy during peacetime

Update and roll out strategy during preparedness and emergency

Evaluate and update strategy during reconstruction



Rumour control: working with the media

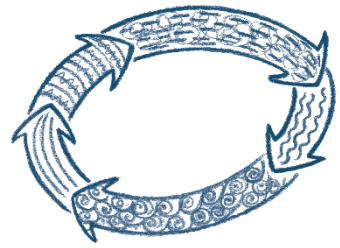
Establish a media monitoring team (part of the RCT) →
Rumour control

ACTIONS

- **Monitor social media:** check for rumours, fears, attitudes
- **Monitor news:** what is being reported?
- **Call centers:** monitor calls



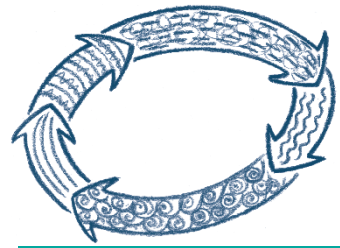
The media is your friend
Use it to your advantage!



What can go wrong?

- **PROBLEM:** Inclusion of images of animals in COVID-19 awareness-raising materials
- **UNWANTED RESULT:** Mistreatment and abandonment of animals due to fear fuelled by misinterpretation of images of animals on COVID-19 materials
- **SOLUTION:** Redesign of materials to remove all images of animals and reference to pets and redistribution of new materials
- **LESSON LEARNED:** This could have been avoided with good risk communication planning and consideration of the audience's perception and interpretation ahead of time





Ebola example

Guineans in the US: Be a hero

Tell your family and friends in Guinea



Do NOT touch sick people, or their blood or other body fluids.



Don't touch the body of someone who has died of Ebola.



Bury all dead bodies safely.



Call 115 in Guinea if you have symptoms of Ebola.



Separate sick family members



Get care early if you develop symptoms.



Health workers in the treatment center are there to help you.



You CAN survive Ebola. Get treatment early.



Ebola survivors are safe to be around. Support them in your community.

Together we can get to zero!

June 10, 2014
CDC/MSPH/WHO

Drinking chlorine can make you very sick or kill you

- ✗ Drinking chlorine is **NOT** a cure for Ebola.
- ✗ Drinking chlorine can make you very sick or kill you
- ✗ Do **NOT** drink chlorine or other liquids that have chlorine in them.

If you have been near a person with Ebola and have:



Go to an Ebola Treatment Unit Now. It could **SAVE** your **LIFE**.



October 30, 2014

CC251404

Facts *about* Ebola in the U.S.

You **CAN'T** get Ebola through **AIR**



You **CAN'T** get Ebola through **WATER**



You **CAN'T** get Ebola through **FOOD** grown or legally purchased in the U.S.

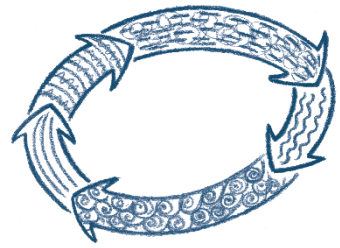


You can only get Ebola from

- The body fluids of a person who is sick with or has died from Ebola.
- Objects contaminated with body fluids of a person sick with Ebola or who has died of Ebola.
- Infected fruit bats and primates (apes and monkeys).
- And, possibly from contact with semen from a man who has recovered from Ebola (for example, by having oral, vaginal, or anal sex).



Reference: Centers for Disease Control and Prevention (U.S.)



COVID-19 awareness-raising work by FAO targeting food chain workers



some people reached out to me saying they came to raise awareness about COVID-19



I am still taking care of my family and keeping them home to avoid any social gatherings.



They explained to me about the virus, symptoms,



I keep distance between me and the customer in case anyone becomes infected,