



African Swine Fever Risk Communication

USDA-APHIS Public Affairs

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Introduction

Since African swine fever reached Haiti and the Dominican Republic in 2021, USDA has increased their efforts in a number of areas to prevent this disease from reaching mainland U.S., Puerto Rico, and the U.S. Virgin Islands.

Outreach and Communication are critical to safeguarding the U.S. swine herd.

Two Outreach Campaigns

International Travelers



Producers & Veterinarians



Pigs Don't Fly

Pigs
don't fly.



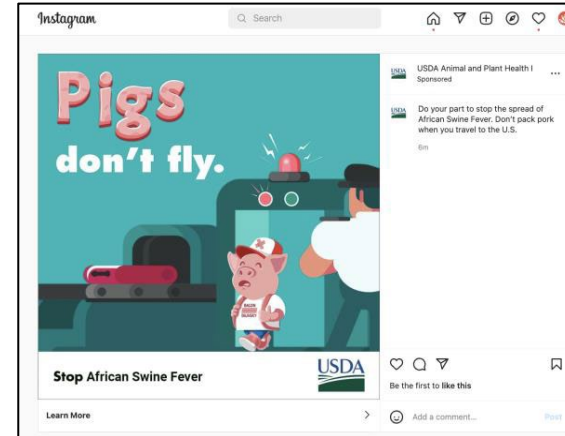
Stop African Swine Fever

Tactics

Digital sign in San Juan Int. Airport

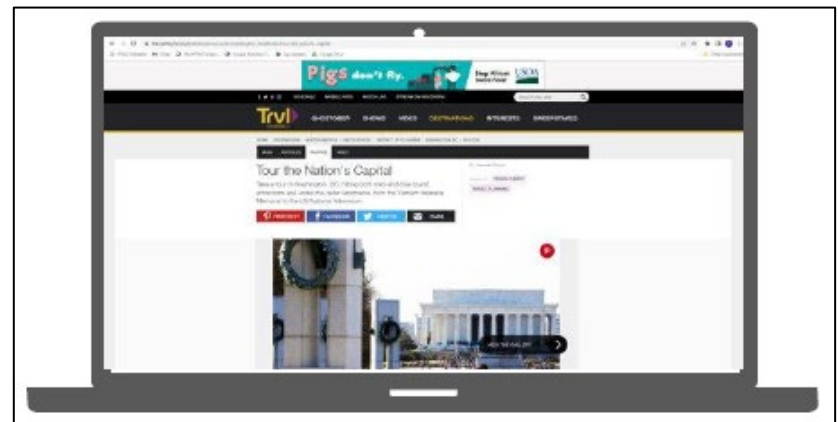


Social Media Ads



Static Airport Ad in Miami

Website Ads





USDA FAQ's and resources about coronavirus (COVID-19). [LEARN MORE](#)

[Travelers /](#)

Travelers: Help Stop the Spread of African Swine Fever

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Pigs don't fly.
Let's keep it that way.

Foods containing pork can carry disease into the U.S.

Stop African Swine Fever

African Swine Fever (ASF) is a contagious and deadly virus that's infecting pigs in many countries. It's harmless to humans, but it can be present in foods made from pork. People can spread the disease by bringing pork or pork products with them when they travel from a country where ASF exists.



ASF hasn't reached the U.S. yet—and we want to keep it that way. If it does, an outbreak could be devastating to our farmers, food supply and economy. ASF won't make meat unsafe to eat, but it will kill millions of pigs that we rely on for food. Not only will this create pork shortages and drive up food prices—it's also predicted to cost our country billions and cause thousands of workers to lose their jobs.



United States Department of Agriculture

Protect Our Pigs

**AFRICAN
SWINE
FEVER**

**STAY SAFE.
STAY INFORMED.
STAY VIGILANT.**



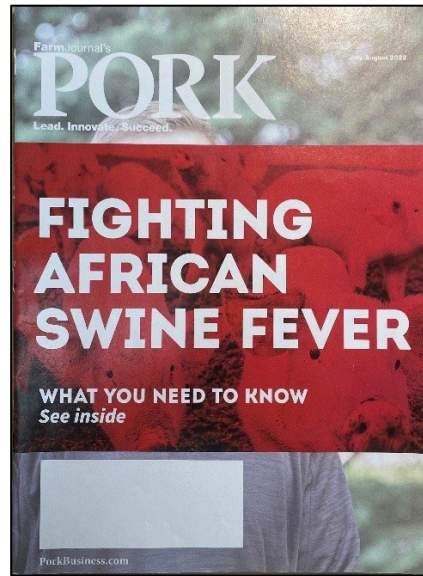


Full-page Magazine Ads



Tactics

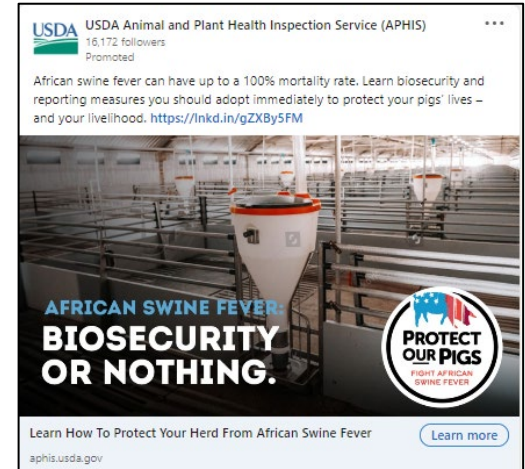
Sponsored Articles



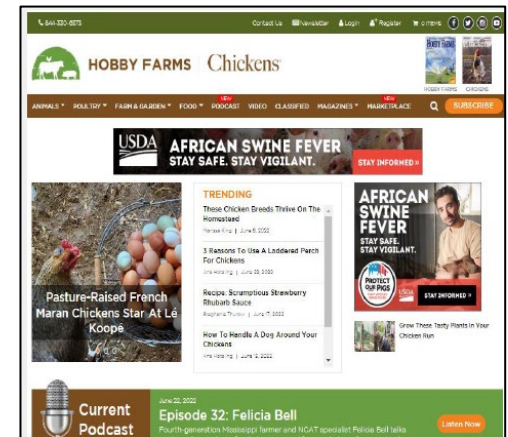
Event Sponsorship



Social Media Ads



Website Ads





USDA FAQ's and resources about coronavirus (COVID-19). [LEARN MORE](#)



IMPORTANT INFORMATION FOR VETERINARIANS ABOUT AFRICAN SWINE FEVER

[Watch the Video](#)

Stop African Swine Fever

African Swine Fever is a deadly pig disease that spreads rapidly and affects domestic and wild swine. While not a threat to human health, the virus could devastate America's swine, pork industry, and food supply. Whatever pigs mean to you—your livelihood or a pet—we're all in it together. Protect our swine and keep the disease out of the United States.



Sign Up for Email Alerts!

Don't miss the latest updates on African Swine Fever.

[Sign Up Now](#)

Stay Safe: Step Up Your Biosecurity

The disease control measures you take are critical to prevent African swine fever from developing or

Focused Efforts in Puerto Rico and the U.S. Virgin Island

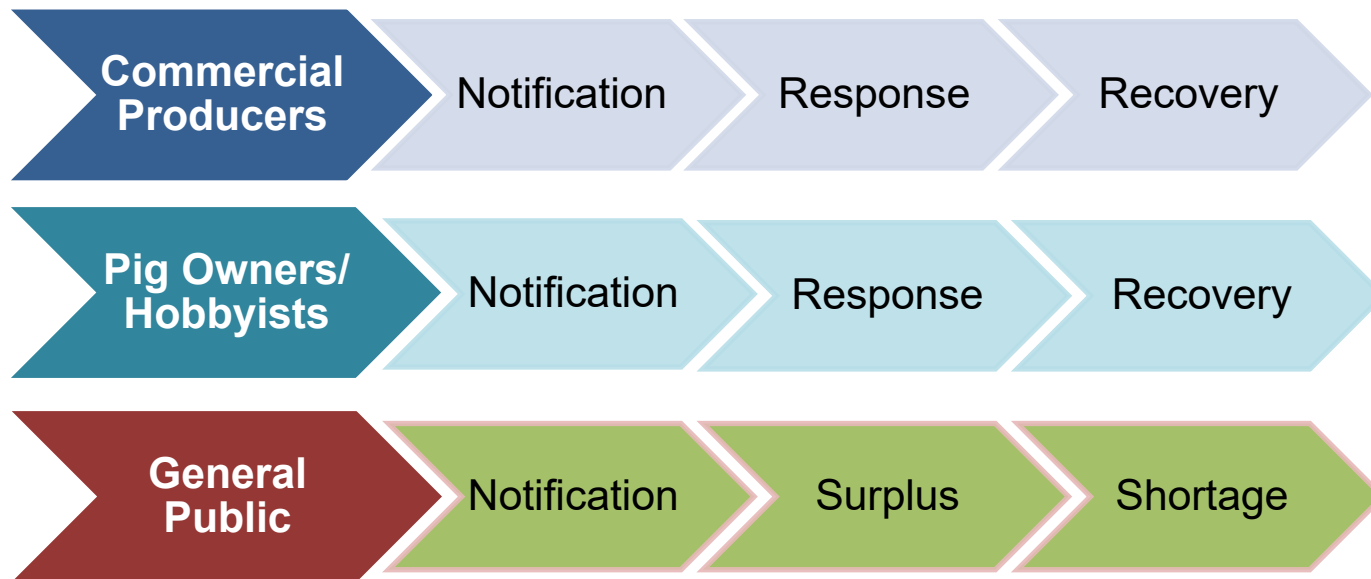
- Longest running effort in Risk Comm. Campaign
- Media Outreach Tour, Holiday Season 2021
 - 9 Radio Interviews, 3 TV appearances, 3 newspaper interviews
- 1000+ Radio Spots, each location
- Press Releases to English and Spanish language Media outlets
- Digital Advertising on Website and Social Media



Planning for the Future

Crisis Communication

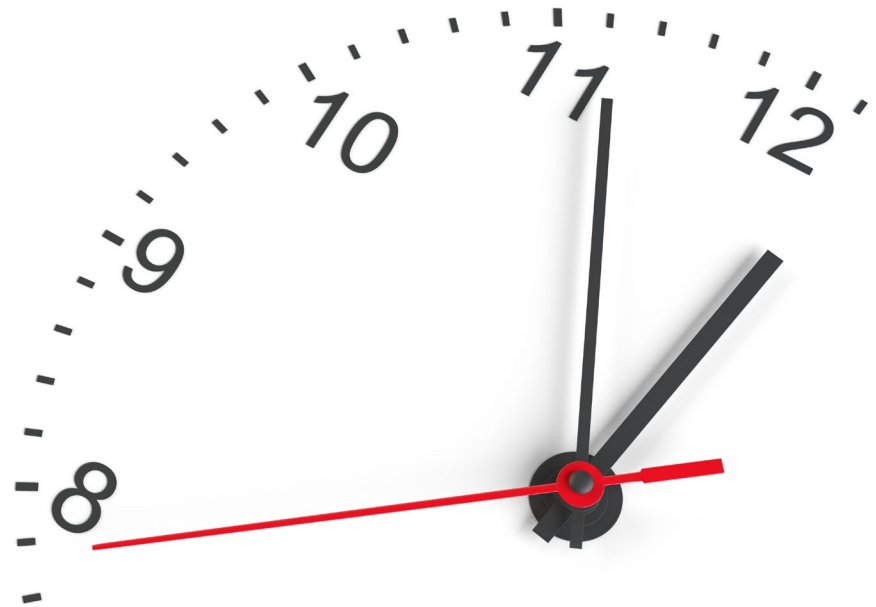
- Preparing in the event of a detection



Planning for the Future

Planning for the next year

- Current efforts end: Jan. 31





United States Department of Agriculture

Questions?