

Global African Swine Fever Research Alliance (GARA) Scientific Meeting - Rome (Italy) – April 28 – 30, 2025

Introduction

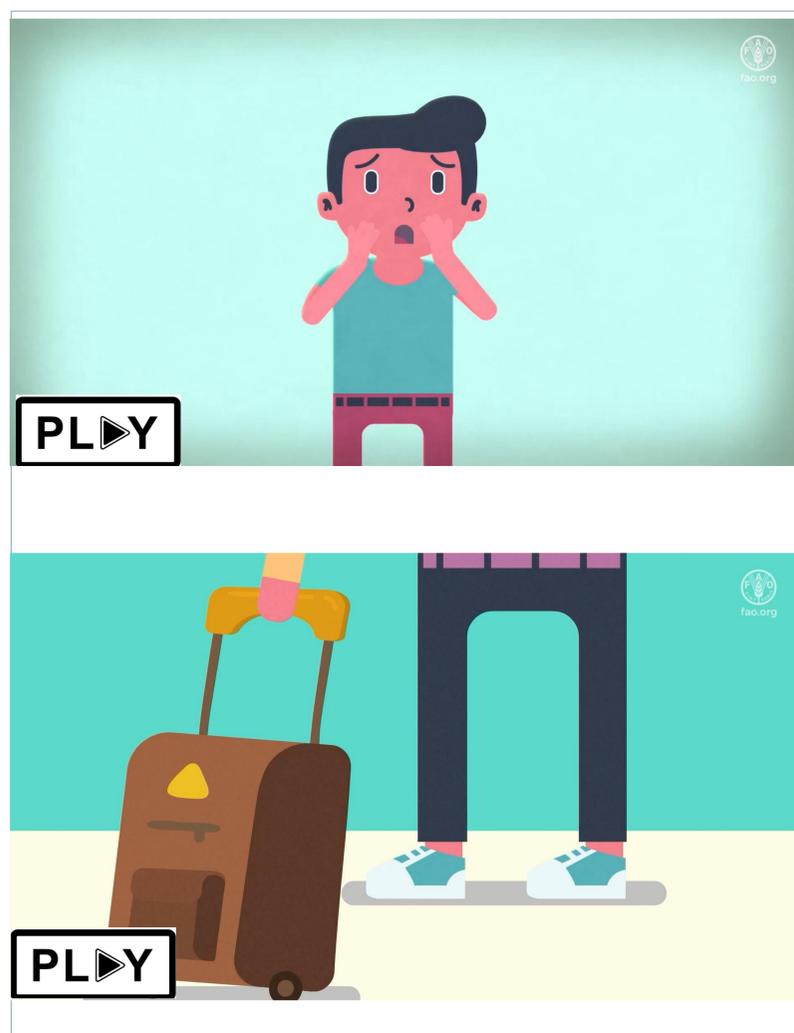
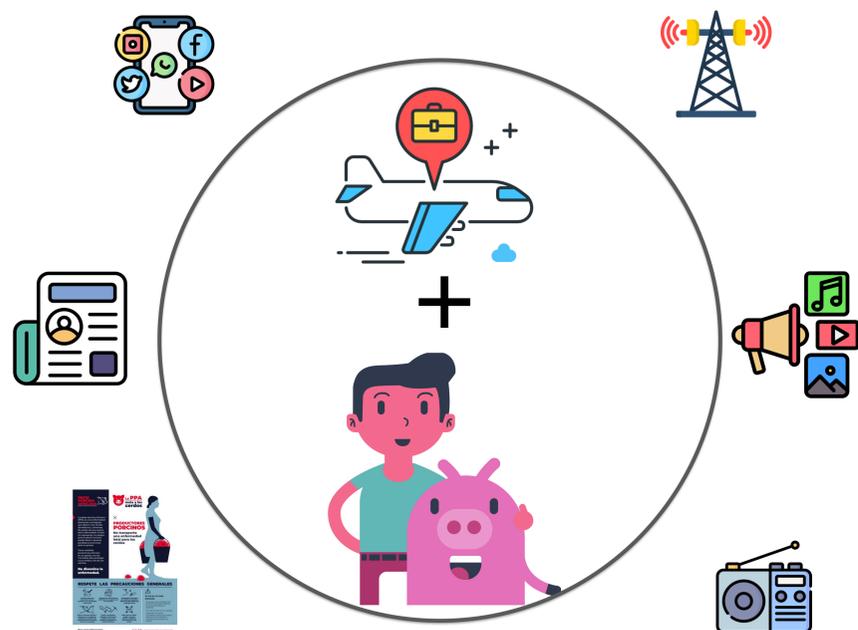
In July 2021, **African Swine Fever (ASF)** re-emerged in the Dominican Republic and Haiti after a 40-year absence. FAO RLC regional office implemented a risk communication campaign prioritized for 6 countries based on their proximity to the emergency situation.



Summary/Key Points

- **Contain** the disease in Hispanola.
- Focus on **prevention** in any of the 6 prioritized countries.
- **Adapted** to national realities.
- **Tourists and small farmers** as targeted audiences.
- **Call to action.**

Methods/Approach



Discussion

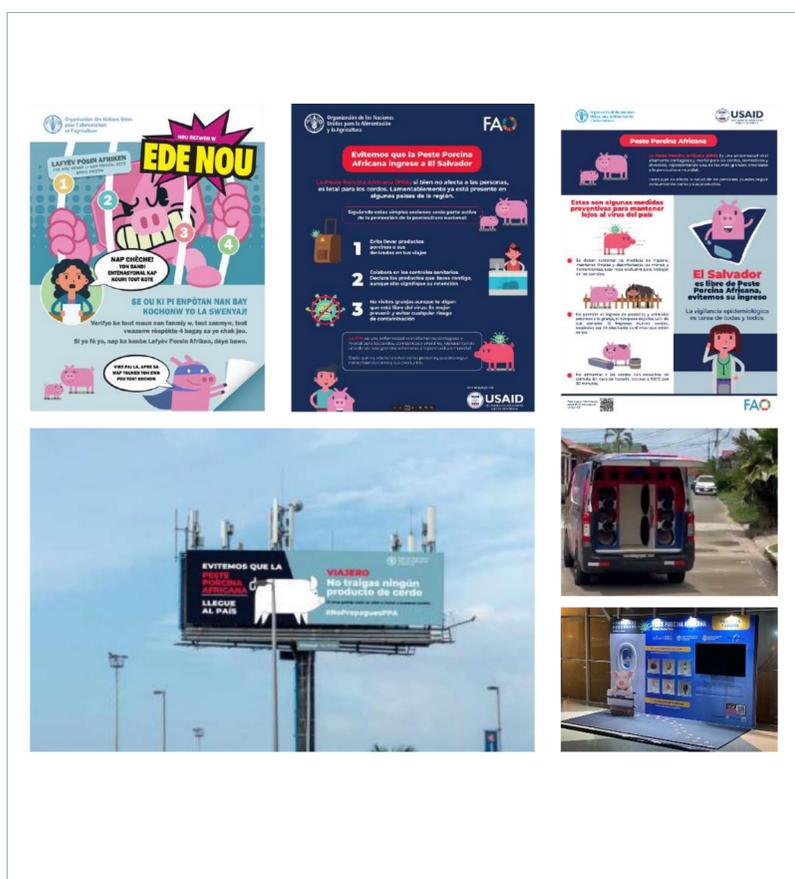
Social media and platform are a reality for **communication strategies worldwide**, allowing **customization** according to audiences while **maximizing** the impact of the messages to promote behavioral changes.

YouTube campaigns based on cartoon characters and simple messages **proved highly appealing** and attention catching for tourists and small farmers.

By **defining geographic locations** and mandatory **first second hot messages**, national campaigns proved **highly effective at low cost**.

Lessons learn showcased the tool for further use on other diseases and health priorities to conduct good practices and attitudes adoption and compliance along audiences.

Results (Graphs, Tables, Figures)



Conclusion

MAIN YOUTUBE FIGURES

+ 10 million	IMPRESSIONS obtained during the campaign (sept – oct)	+ 1,8 million	Completed VIEWS of the entire videos
+ 5 million	REACH with the 4 promoted spots	USD 4,800	DIRECT BUDGET on Youtube ADS

TOTAL COST: **USD 7,434**

Key performance indicators

Radio broadcast seconds	320.033	SMS/MMS sended	334.560
Sound car advertising seconds	1.440.000	Social media impressions	+ 2 million
TV broadcast seconds	2.400	Social media views	+ 10 million
Printed materials	10.665	Airport's stands	2