

**WEBINARS ON
AFRICAN SWINE FEVER (ASF): PREPARING FOR ASF**



Crisis Communication for African Swine Fever

Date: 28 March 2023

Time: 9:30 a.m. to 11:30 a.m. [Central America]

Objective: To inform countries in Latin America and the Caribbean about the required elements for Risk Communication on ASF, as well as about lessons learned from other countries; the preparation of risk and crisis communication plans; and the development of clear messages and tools to communicate ASF emergencies.

Target audience: Ministers of Agriculture and Livestock, official veterinary services, private veterinarians, farmer and pig farmer associations, veterinary associations

AGENDA

Time	Topic	Expert
9:30 – 9:40	Opening	
9:40 – 10:00	Communication, zoonitary education and advocacy: experience in controlling African swine fever in the Andean Region.	Leticia Lin, Private consultant
10:00 – 10:20	The Dominican Republic's experience in ASF crisis communication	Matty Perez, Ministry of Agriculture of the Dominican Republic
	Preventing the spread of ASF beyond the Dominican Republic. Do not transport pork rind, salami or any other pork-based product. Pigs don't fly!	Dr. Silvia Kreindel, ASF Incident Commander USDA APHIS
10:20 – 10:40	International assistance in ASF crisis communication on the island of Hispaniola (Haiti, Dominican Republic)	Alonso Steffani, Animal Health Officer - OIRSA DR
10:40 -11:10	Question and answer session	All