



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

Introduction

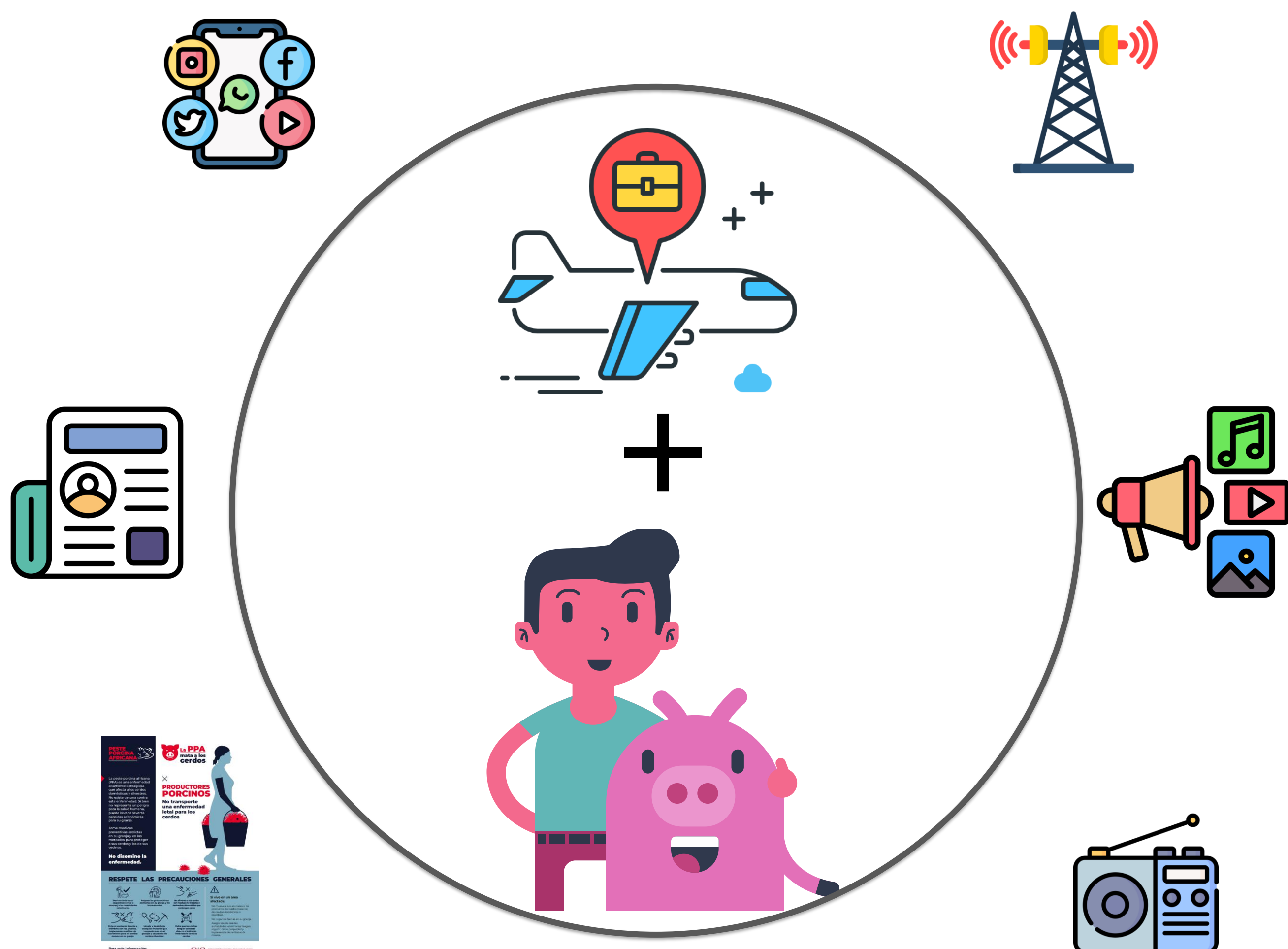
In July 2021, **African Swine Fever (ASF)** re-emerged in the Dominican Republic and Haiti after a 40-year absence. FAO RLC regional office implemented a risk communication campaign prioritized for 6 countries based on their proximity to the emergency situation.



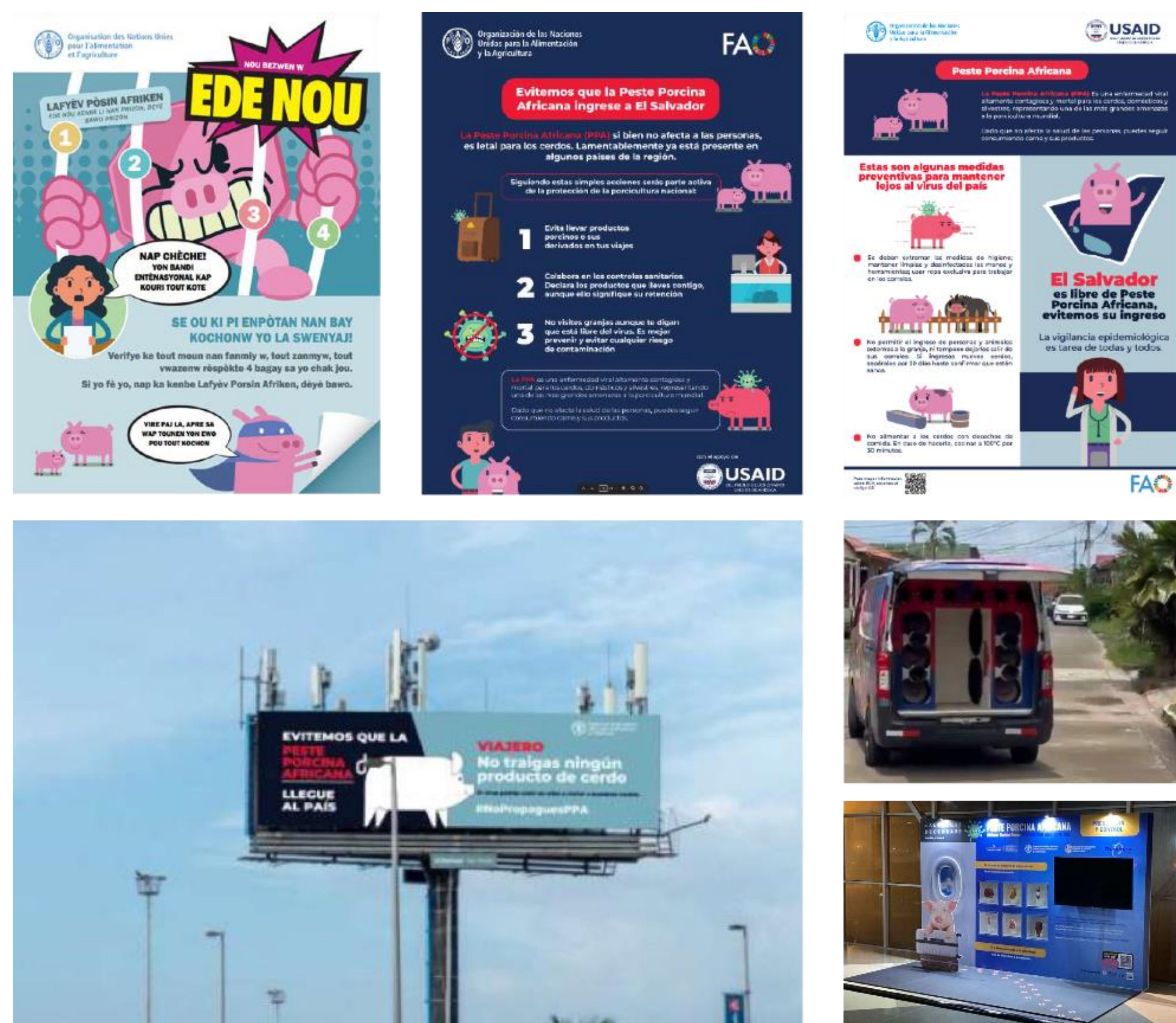
Summary/Key Points

- **Contain** the disease in Hispaniola.
- 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



Results (Graphs, Tables, Figures)



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.

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

