



Animal Health Matters.  
For Safe Food Solutions.



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
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Swiss Confederation

Federal Department of Economic Affairs,  
Education and Research EAER  
**State Secretariat for Economic Affairs SECO**



# Establishment of a risk-based food safety control system in the Ukrainian dairy value chain

## Component 3

Training of Trainers (ToT), focus: small producers  
Communication and training tips

### Activity 3.1.1.2

*Jorge Pinto Ferreira*

Kyiv, 12-16.09.2016

# Communication and knowledge dissemination

- *I hear and I forget*
- *I see and I remember*
- *I do and I understand.*

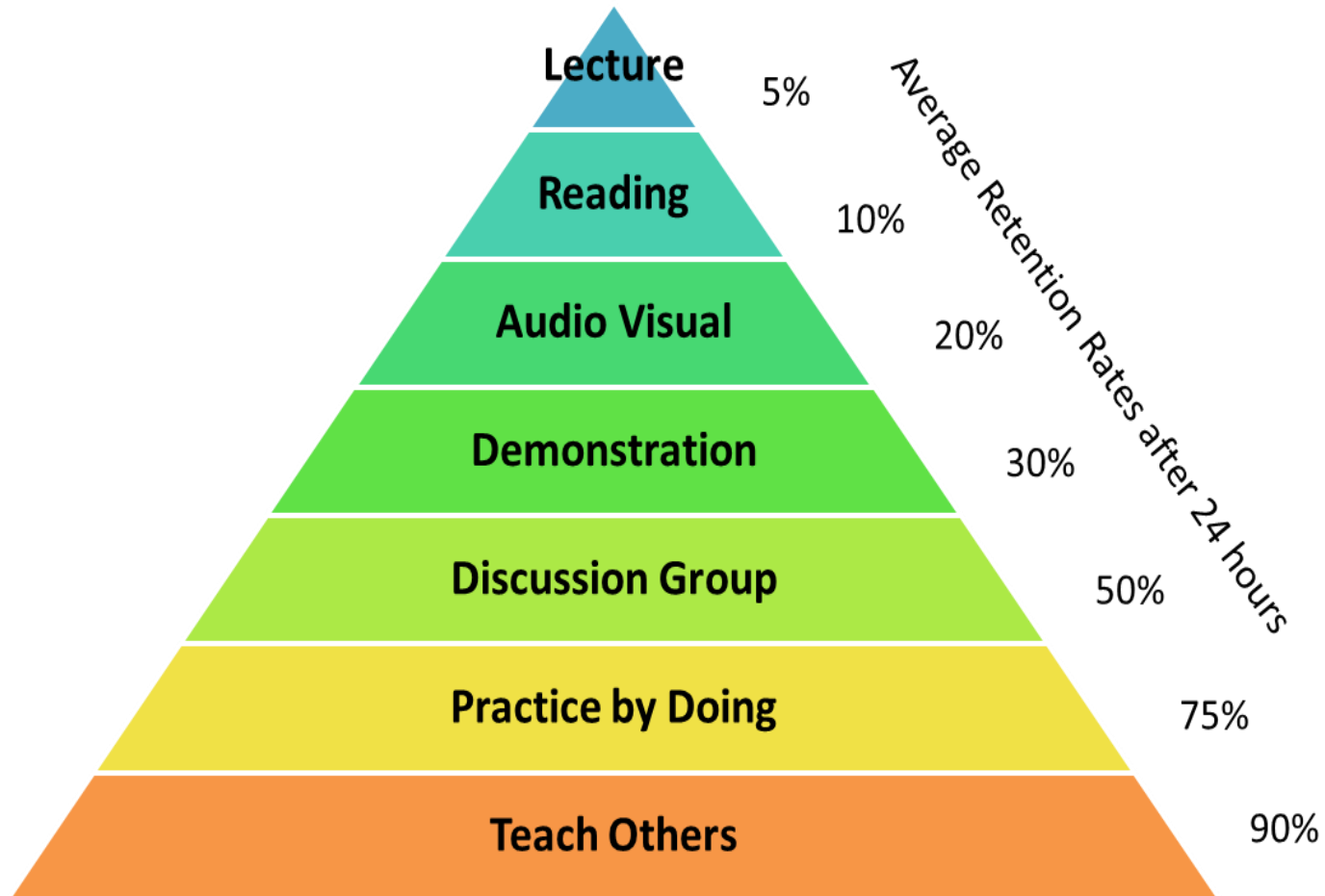


Confucius

[en.wikipedia.org](http://en.wikipedia.org)



# The Learning Pyramid



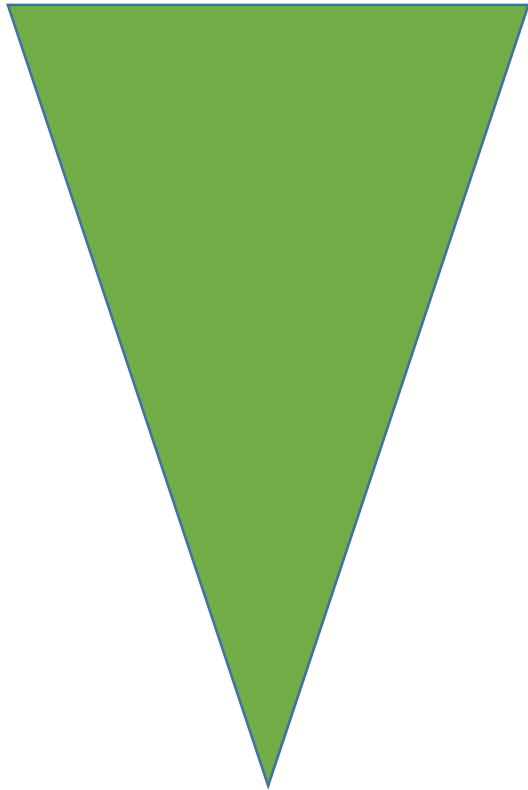
Source: National Training Laboratories, Bethel Maine



# The essence of top communication

Experts speak like this

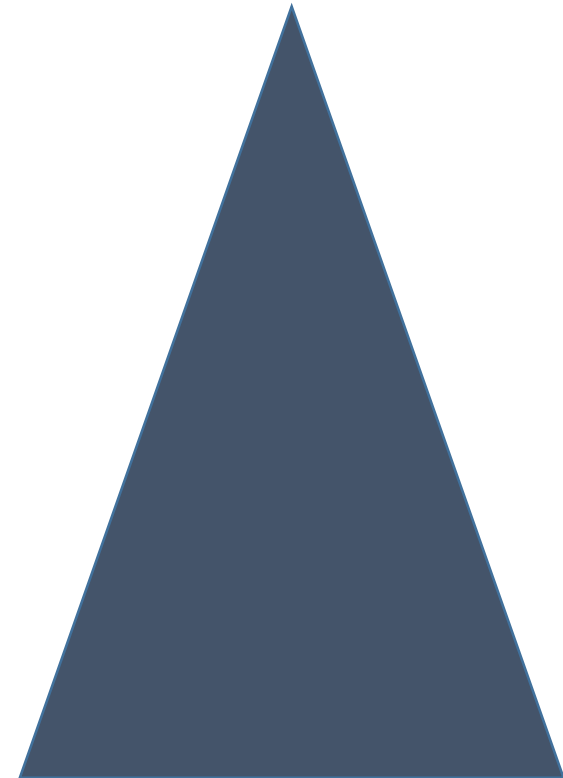
Long explanation



Main message

People listen like this

Main message



Long explanation

<http://www.who.int/risk-communication>



# Lets develop a *communication and knowledge dissemination plan...*



[www.trinitymesa.org](http://www.trinitymesa.org)



# Developing a communication plan steps

- **1. Assessing the science**
- 2. Defining the purpose of the communication
- 3. Identifying and understanding who needs to be involved
- 4. Developing messages
- 5. Testing messages
- 6. Choosing media and channels for messages
- 7. Determining the best timing for delivering messages
- 8. Launching the campaign

From: <http://caninerabiesblueprint.org/Communications-plan?lang=en>



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## 2. Defining the purpose of the communication

Ask yourself the following questions:

- *What do I want to change?*
- *How can I change it?*

Followed by...

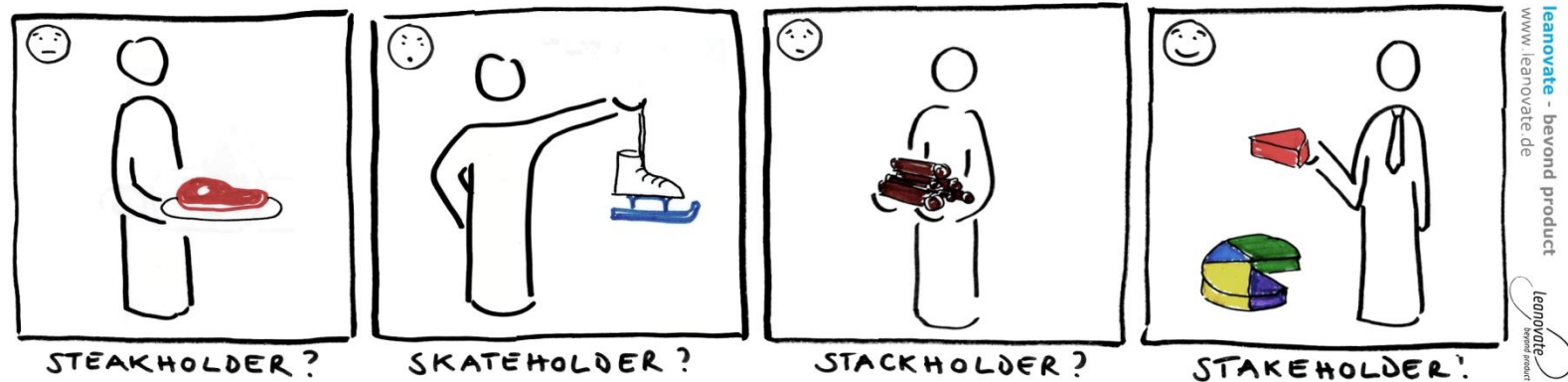
- *Who is the **target population**?*
- *What do they **already know**?*
- *What do they **need to know**?*
- *What do I want to **change** about the way they think and act in terms of milk safety and quality?*
- *What do the **data tell me** about this issue?*





### 3. Identifying and understanding who needs to be involved (stakeholders analysis)

## What/who is a “stakeholder” ?



www.leanovate.de

## CRITICAL TASK: STAKEHOLDERS MAPPING



### 3. Identifying and understanding who needs to be involved (stakeholders analysis)

- It helps you decide:
  - a) who will *receive* these messages (the target population).
  - b) who will help you *engage* the target population
  - c) who can help to make sure the *messages translate into action* and remain *understood over time*.

In who do producers tend to trust? Are there «farmers networks»?



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# 4. Developing messages

- The messages should **adjusted according to the objectives!**
- The aim of communication is to **change the way people think and act.**
- It must therefore be **feasible for the participants** to carry out the recommendations you are giving them.



# Best way to write the messages

- Minimize (or eliminate) the use of **technical, scientific terms** (unless necessary)
- Make sure your messages use **words the general public will understand.**
- Use short, clear sentences or phrases, make sure they are not ambiguous and try to minimize the chances of them being understood in a different way.



# Best way to write the messages

A picture is worth a thousand words...



[commons.wikimedia.org](https://commons.wikimedia.org)



# Best way to write the messages

But be careful...what do you see here?



[en.wikipedia.org](https://en.wikipedia.org)



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# 5. Testing messages

- Do people **pay attention** to the messages?
- Do people **understand** the messages?
- Do people **remember and apply** the messages?



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From <http://caninerabiesblueprint.org/Communications-plan?lang=en>



# 6. Choosing media and channels/tools for messages

- Which communication channels are **feasible**?
- Which channels are we **allowed to work with**?
- Can we **combine a number of different communication channels**?

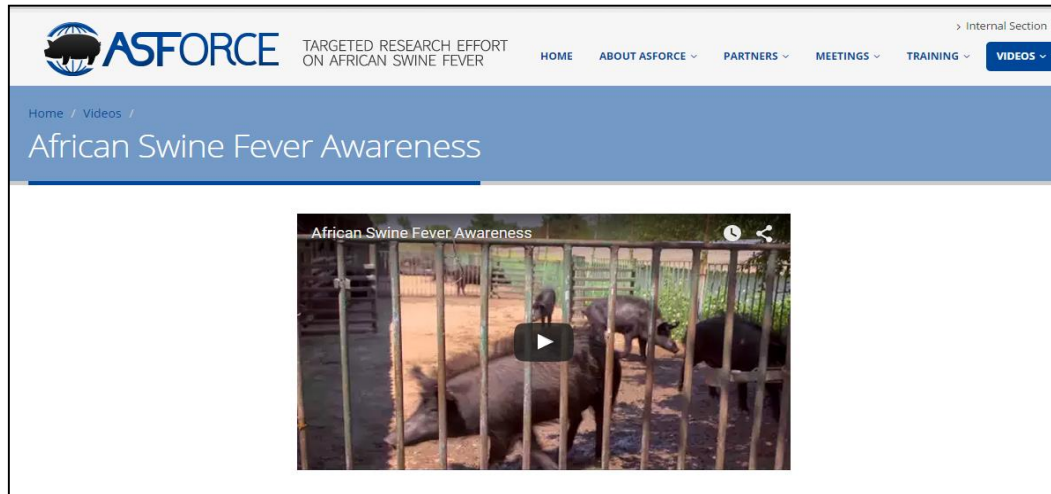


# 6. Choosing media and channels/tools for messages

- Which communication channels are **most common** in the target area? And do we want to use those?!?
- Which communication channels are **most trusted** by the target population?
- Which communication channels can **we afford** within our budget?



# ASF AWARENESS VIDEO



Check it out!

<http://asforce.org/blog/111>



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# 7. Determining the best timing for delivering messages

- Are there other events during that time period which would conflict with milk quality messages?
- Are there other events during that time period that would complement milk quality messages?
- Could milk quality messages be promoted during the same time period as other public health messages?



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- **8. Launching the trainings campaign**

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# Effective communication plan

What you ask people to do should be:

**Clear** – they have to understand it in the same way as you intend

**Feasible** – it has to be possible for them to do as you recommend

**Encouraging** – it has to make people want to do as you recommend



# In general (brochures-posters etc...)

- **Don't be afraid of White Space !!!!!**
  - Make it easy to find the important stuff
- **Bad Font Choices**
  - You want to use fonts that are easy to read. Therefore, try not to make the mistake of using a *script/handwriting* font.

Source: <http://kallimapaper.com/news-and-blog/storyboard-blog/3-graphic-design-mistakes-avoidbrochures>



# Power points presentations: few key roules

1) Keep it Simple and Silly (K.I.S.S):

2) Limit bullet points & text

3) Limit transitions & builds (animation)



# Power points presentations: few key roules

6) Use color well

8) Use video or audio (embedded in your ppt)

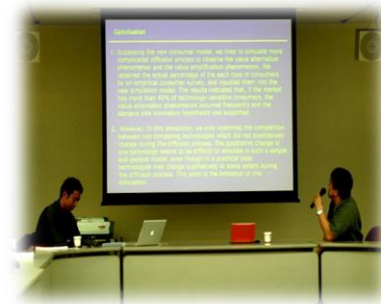
9) Try to keep ppt short

**GOLDEN RULE: 3 KEY MESSAGES**



# Tips when presenting:

- Try to **avoid reading all text** in the ppt. The slides should give you the structure on which you build your story.
- **Talk directly** to the audiences
- Always allow time for **questions** (ask them!!)



# Brochures

- **FAQ format**

- **Easy to print**

- Brochures should be easy to print.

- Don't assume your designer can read minds!



**African swine fever and the ASFORCE project**

African Swine Fever (ASF) is a complex and devastating disease of domestic pigs caused by a complex virus, the only member of the *Asfarviridae* family that is maintained in nature under different and complex epidemiological scenarios, involving domestic and wild swine and soft ticks, genus *Ornithodoros*.

The causative agent (African swine fever virus - ASFV), infects domestic pigs of all ages, without sex predilection, and causes a wide range of clinical signs, in particular those typical of a haemorrhagic fever with multiple organ involvement and mortality rates of up to 100%. Humans are not susceptible to ASFV infection.

The disease was first described in Africa (Kenya) by R. E. Montgomery in 1921. In Europe, ASF was introduced in Portugal in 1957; after eradication of this outbreak it reappeared in the country in 1960 and disseminated from the 60's to the 80 's to Spain, France, Italy, Malta, the Caribbean islands (Cuba, Dominican Republic, and Haiti), Brazil, Belgium and The Netherlands. Up to date, ASF is endemic in the great majority of Sub-Saharan countries and apart from Sardinia (Italy), EU countries are disease-free upon eradication from Portugal and Spain in early 90 's.

Out of Africa, the ASF silence was broken in 2007 when the disease was declared in Armenia, Georgia, Azerbaijan and spread to the Russian Federation. Up to now the disease remains and spreads in this part of Eastern Europe, and outbreaks were identified in Ukraine in 2012 and lately in Belarus (June 2013).

At present no treatment or vaccine are available and prevention, control and eradication of the disease are mainly based on the implementation of strict and complex sanitary measures. The occurrence of ASF causes significant socio-economic impact in affected countries. The disease has a major negative effect on national, regional and international trade and it seriously affects livelihoods of pig farmers.

The ASFORCE project, aims at contributing to identify and solve main relevant issues regarding the prevention of ASF entry in the EU, mainly focusing on the threat posed by the occurrence and spread of the disease in Eastern Europe.

Download the African Swine Fever Flyer

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-  Runterladen
-  Истегавити
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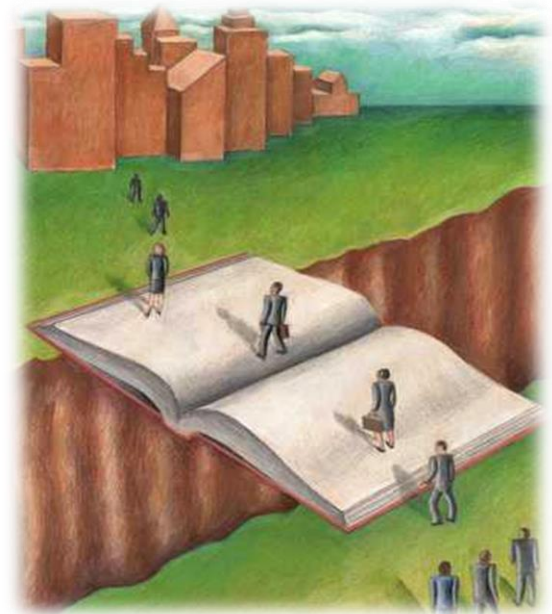


# TAKE HOME MESSAGES

**The involvement of stakeholders and the effective dissemination of knowledge among them is essential to improve milk quality.**

**It is not easy. But you can do it.  
If you want to.**

**Build trust. And bridges.**



[www.illustrationsource.com](http://www.illustrationsource.com)







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# Thank you for your attention

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Swiss-Ukrainian Project

“Establishment of a risk-based food safety  
control system in the dairy value chain in Ukraine”

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