



ASF-STOP COMMUNICATIONS PLAN 45-16.30

1. Communication objectives

- a. To establish a communications platform that facilitates sharing of results of the Action as well as views and expertise of ASF-STOP participants
- b. Inform decision-making to contribute to science-based decisions
- c. To increase awareness of all sectors involved in ASF, both in affected and not affected countries, in the EU and beyond
- d. Ultimate objective: through our dissemination, to contribute to stopping the further spread of ASF in Europe and protecting the pig industry.

2. Target groups

- a. Researchers of all ages in Europe in the fields of virology, vaccinology, immunology, epidemiology, veterinary, pig breeding, wildlife biology, wild boar population management and other disciplines related to the work of this Action
- b. Stakeholders from the pig production sector and pig industry
- c. Animal health and food safety authorities
- d. Hunters and hunters' associations
- e. Industry and SME involved in any aspects of ASF, such as reagents, kits, disinfectants, equipment, etc.
- f. NGOs
- g. Veterinarians and institutions involved in the surveillance, diagnosis, monitoring, contingency and management of ASF in Europe, Institutions in charge of wildlife management, wildlife health centres and Universities
- h. Opinion formers, European-, country- and regional-level Policy decision-makers;
- i. National and European funding agencies

- j. International researchers and organisations, e.g. GARA (Global African swine fever Research Alliance), to gain knowledge from countries with historical experience of the disease or and to exchange knowledge and results with researchers globally, including countries not affected by ASF but with ongoing research and preparedness
- k. The general public

3. Key messages

- a. Scientific and research output, dissemination of state-of-the-art science and epidemiological updates
- b. Best practice for the pig sector, the importance of biosecurity
- c. The importance of preparedness and early detection of ASF cases
- d. The key role of wild boar in the epidemiology of ASF
- e. Other specific messages deriving from each Working Group

4. Communication channels for different categories of audience

- a. Scientific communities and industry
 - i. Website: We will provide information about the Action, its structure, documents, events, STMS, Training Schools, publications, job/project opportunities, reports and more. Links to organisations working in relation to ASF, wild boar or other relevant topics will be provided. Additionally, a password-protected area will be used for internal discussion, organization of events and sharing of sensitive or non-published information among network members
 - ii. Social media
 - iii. Publications in scientific journals, encouraging Open Access publication
 - iv. Publications in newsletters of scientific associations
 - v. Events. Conferences, symposia, workshops and other events dedicated to sharing the knowledge gained through the Action. Proceedings of the conferences will be made publicly available through the Action's website. Presentations will be posted in the Action's website in the Private Area (members only)
 - vi. Short Term Scientific Missions (STMS) and Training Schools
- b. Policy makers
 - i. Events. Conferences, symposia, workshops and other events dedicated to communicating the results of the Action, aiming at involving the media, for

example via press releases informing about the event or about key results communicated at the event

- ii. Articles in national and/or regional media
- iii. Fact sheets

c. General Public

- i. Through the Action's website: Social media (Twitter, others), videos, educational material, news and brochures
- ii. Interviews by the media, news and updates in the websites of the participants institutions or organisations