



Social Media Toolkit

African swine fever (ASF)

Visuals and messages targeted to travellers to share on social media

#ASFStopTheSpread



For more information:
www.oie.int/asf



Oie WORLD ORGANISATION FOR ANIMAL HEALTH
Protecting animals, preserving our future

ASF kills pigs



African swine fever (ASF) is a **deadly pig disease** that affects domestic and wild pigs. It is not a risk to human health, but affects animal welfare, causes severe production and economic losses and can threaten food security worldwide. There is **no vaccine** against it. **Prevention is key** to avoid the further spread of the virus.

The OIE is acting to curb the spread of ASF

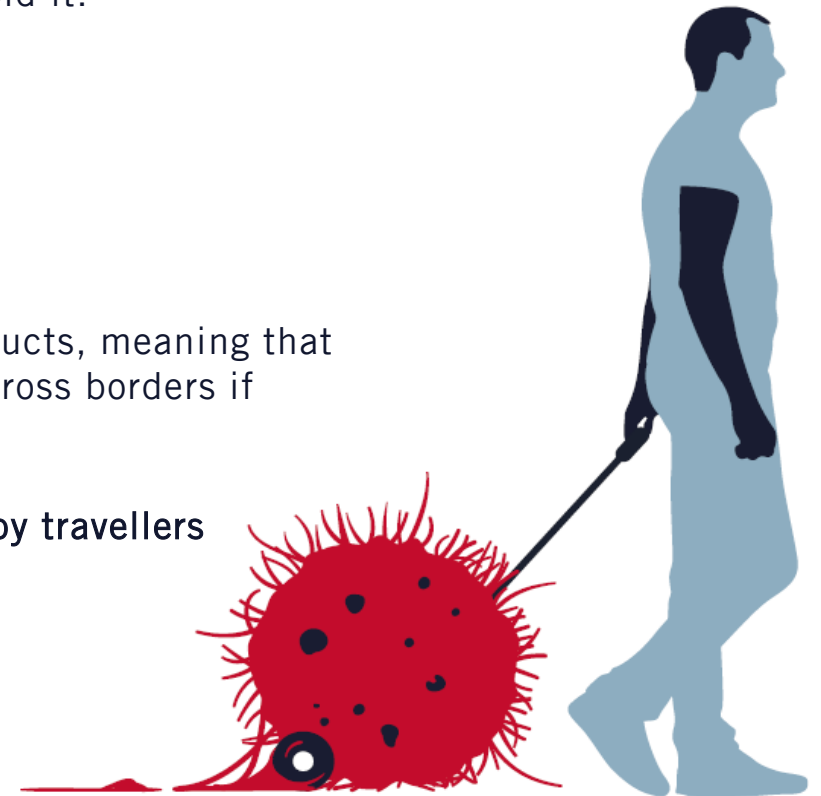
The OIE has developed an **awareness campaign** to ensure that all the actors involved in the dissemination of the disease are aware of and take the necessary precautions to avoid it.

Discover all the tools available in several languages [here](#).

The role of travellers

The **ASF virus** is highly resistant in the environment and pork products, meaning that it can survive in clothes, boots, wheels, and other materials, and cross borders if adequate measures are not taken.

Thus, the **transmission from country to country can be facilitated by travellers** if they carry infected pigs or contaminated pork products and do not declare them to the transport authorities.



Act to stop the spread

Use this toolkit to raise awareness among travellers

Spread the word in periods with **high passenger movement** (e.g. summer and winter holidays, Lunar and occidental New Year festivities).

- ✓ **Pick & share** the messages and visuals suggested in this toolkit in your personal or institutional social media accounts. Do not forget to mention #ASFStoptheSpread to join the conversation and reach more people.
- ✓ **Share** this toolkit with influencers (bloggers, youtubers, instagramers, etc.) that could help you reach travellers.
- ✓ **Innovate:** use new social media channels to share the tools



Share these messages

Edit or translate them into local languages

- “Did you know? African swine fever (ASF) kills domestic and wild pigs and can be devastating for farming economy. How can you help stop the spread?” [www.oie.int/asf]
- “Be careful! When travelling, you can be carrying #AfricanSwineFever (ASF), a deadly pig disease, with you. Take precautions to stop the spread.” [www.oie.int/asf]
- “Pigs are in danger! The virus causing #AfricanSwineFever (ASF), a deadly pig disease, is highly resistant and there is no vaccine against it. We are counting on you to help stop the spread.” [www.oie.int/asf]
- “Travelling within or outside a country? Protect pigs from #AfricanSwineFever (ASF) Do not carry pigs or pork products, do not visit farms and if you are in regular contact with domestic pigs, do not hunt wild pigs.” [www.oie.int/asf]
- “Protect pig health and family livelihoods around the world while enjoying your travels! Do not carry pigs or pork products. If you do, declare them!” [www.oie.int/asf]
- “Do you work for the transport authorities? You can protect local, regional and national farming economy against a deadly pig disease. Know the countries affected by #AfricanSwineFever (ASF), and systematically check for travellers carrying pigs and pork products.” [www.oie.int/asf]
- “Hunters, act responsibly! African swine fever (ASF) kills domestic and wild pigs: when going on a hunting trip, take precautions such as cleaning and disinfecting your equipment and trophies on site. Report any dead or sick wild boar to the veterinary authorities.” [www.oie.int/asf]

Illustrate your messages with these tools

Click on the visuals to download them

For travellers



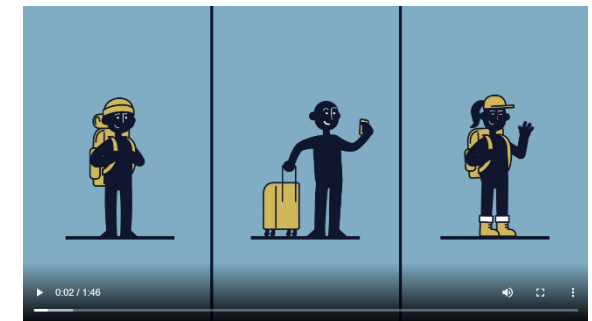
Poster



Leaflet



GIF (short animation)



Video

For hunters



Poster

For transport authorities



Poster

General tools



Video

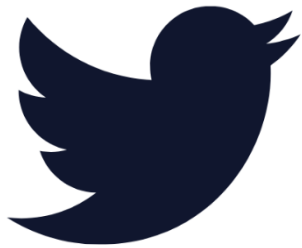


Social media cards

Like, share and comment the OIE posts



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More information

www.oie.int/asf



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