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# Communication and Information Sharing

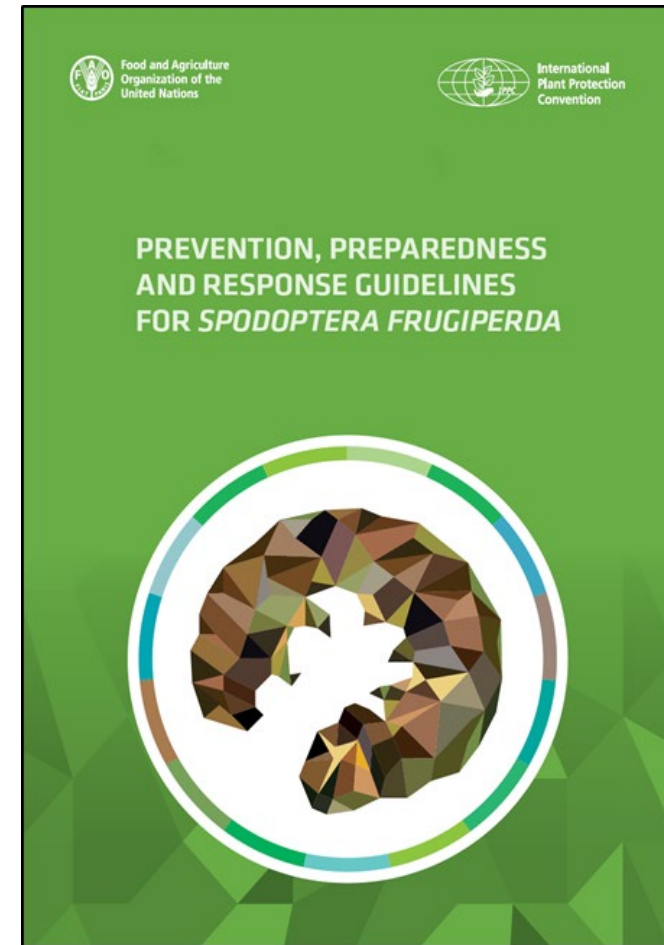
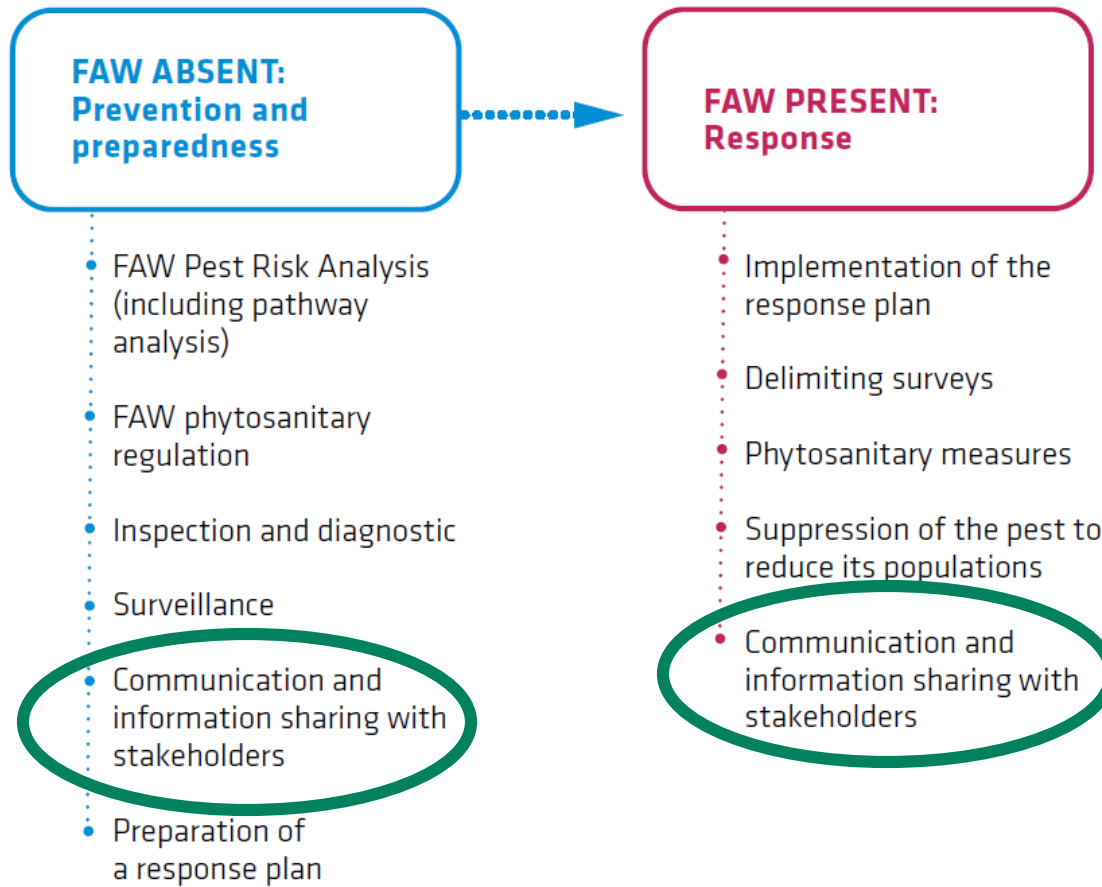
Webinar Series: Fall Armyworm, a global threat to prevent

**Roger Day, Camilo Beltrán Montoya, Alison Watson, Chris Dale**





## Communication in the Guidelines





## Objectives of communication and information sharing in response to FAW

Reaching mutual understanding

Requires interaction between all stakeholders of the response to FAW

Building trust

Information on FAW must be readily understood and perceived to be accurate and trustworthy.

Raising awareness

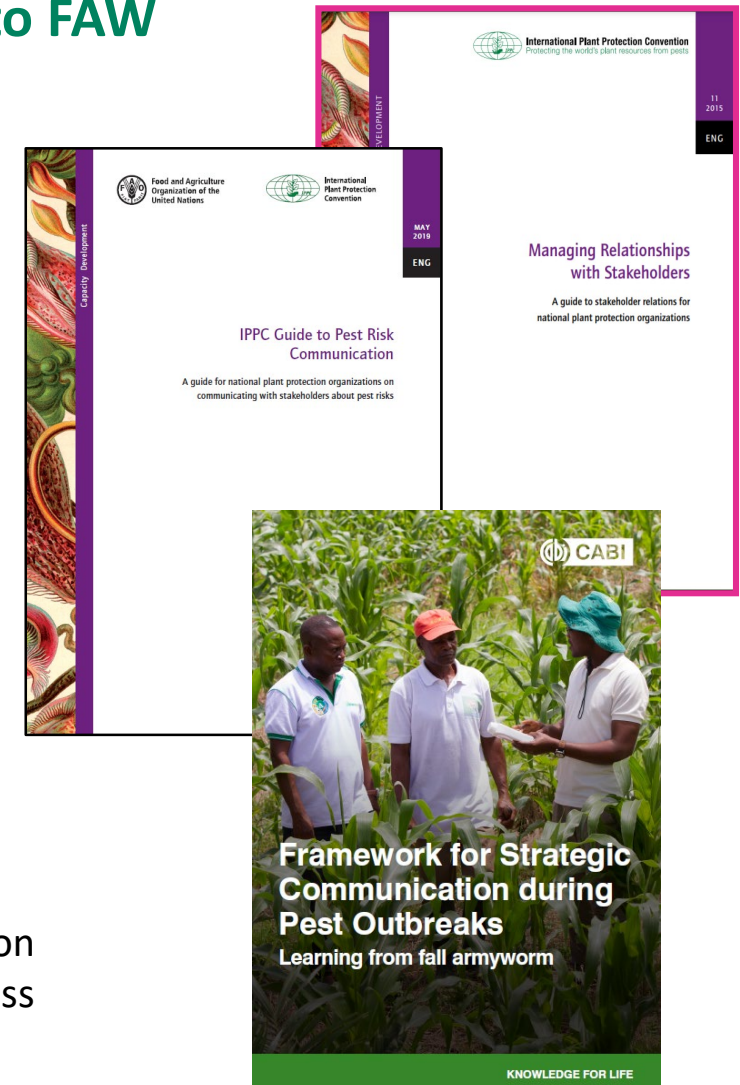
Awareness about options, decisions, uncertainty

Learning and education

Stakeholders may know little about a new pest such as FAW

Motivating action

Enabling stakeholders with the information they need for FAW Prevention, Preparedness and Response actions





## Key factors affecting communication success

**P**

### Planning

**Recognize that planning is important**

Part of contingency planning (Webinar 2)  
Responsibilities : NPPO communications officer?  
Financing  
Monitoring and evaluation

**S**

### Stakeholders

**Identify the stakeholders**

Information users - audiences  
Information providers  
Communication channels

**N**

### Needs

**Consider the needs of different stakeholders**

Information needs  
Context in which decisions are made  
Capacity

**N**

### Nature

**Understand the nature of the pest problem**

FAW, biology, risks, management  
(This and other webinars)





## Target audiences and example needs

- **Producers** : FAW threat, identification, management
  - **Government dept's** : What's being done; broader risks
  - **Input suppliers** : Opportunities; regulations
  - **International stakeholders** : Current situation
  - **Media** : Up-to-date information on situation; what's being done
  - **Public** : What they can do; assurance of national response
- 
- **Needs assessment surveys** : Appropriate in some cases
    - Determine farmers' Knowledge, Attitudes, Practices; information sources





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## Putting communication into action



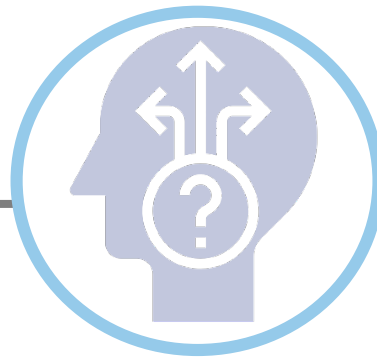
### Foster stakeholder interactions

Promotes transparency in decision-making processes.



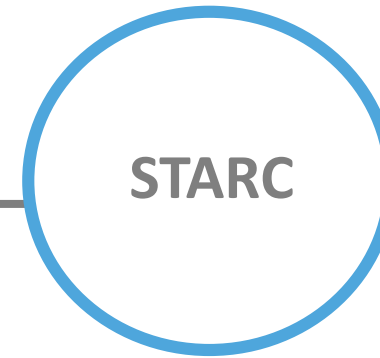
### Establish relationships with stakeholders

Encourage the establishment and development of partnerships and to promote coordination.



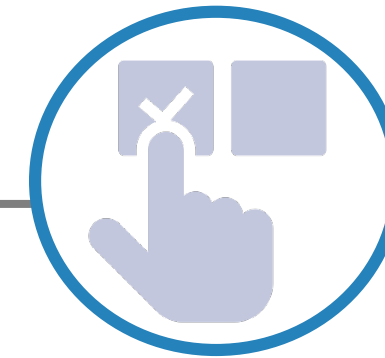
### Deal with uncertainty

It is much better to communicate early and timely.



### Develop Messages

Simple, Timely (up to date),  
Accurate, Repeated and  
Consistent.



### Choose channels, tools and methods

It may be appropriate to combine several methods and use multiple channels of risk communication.



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## Develop messages

- Audience
- Needs and context
- What action is being motivated
  
- Ensuring consistency
  - “Technical Brief” as an agreed source document
  
- Managing changes to messaging as situation develops



REPUBLIC OF KENYA

### Fall armyworm Technical Brief Maize Crop in Kenya

May 2018



#### Fall armyworm Monitoring, Identification and Management Options

##### Foreword

This technical brief was developed by a group of Fall armyworm experts in Kenya during a workshop funded by Precision Agriculture for Development (PAD) and facilitated by CABI in March 2018. The brief contains the latest, agreed advice for FAW management in Kenya by farmers and will be used to support the development of a range of information materials and activities for use by extension workers, agro-dealers and farmers. The brief has been reviewed by all parties and hereby authorized for circulation on 14<sup>th</sup> May, 2018 by

David K. Mwangi

Head: Plant Protection Services, State Department for Crop Development

Ministry of Agriculture and Irrigation



## Develop messages for farmers

- Target audiences : Farmers, public
- Role of extension service, NGOs
- Example messages
  - How to identify FAW
  - Control may not be necessary; leaf damage without yield loss
  - Methods to reduce FAW build up
  - Encouraging natural enemies
  - Methods to control high populations
  - Safety issues if using pesticides
  - Where to get advice
  - Don't panic!

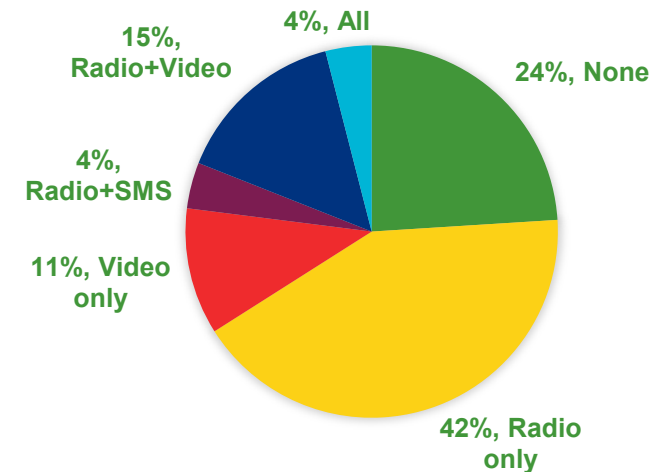
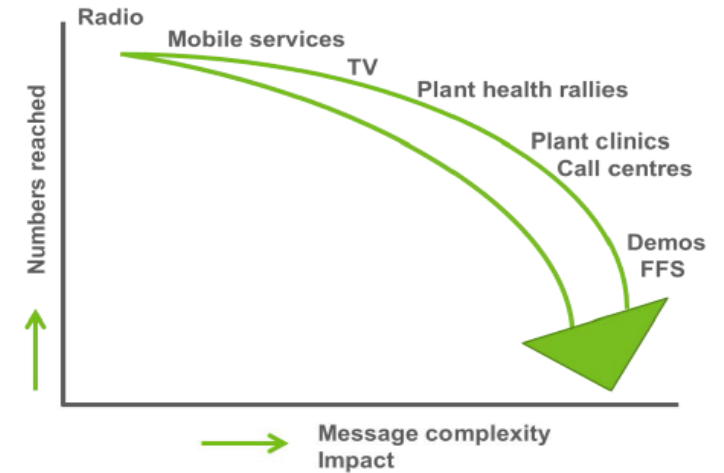






## Communication channels

Communications channel	Good for...	Inappropriate for ...
<ul style="list-style-type: none"> <li>Traditional news media, TV, radio, newspapers</li> </ul>	<ul style="list-style-type: none"> <li>Urgent pest risk and plant health announcements and broad awareness raising</li> </ul>	<ul style="list-style-type: none"> <li>Risks affecting a narrow group of stakeholders</li> <li>Low level risks</li> </ul>
<ul style="list-style-type: none"> <li>Websites</li> </ul>	<ul style="list-style-type: none"> <li>Communications to a broad audience where feedback is not a priority</li> <li>Free access to different types of information</li> </ul>	<ul style="list-style-type: none"> <li>Stakeholders with poor access, or no access, to the Internet</li> </ul>
<ul style="list-style-type: none"> <li>Tailored printed publication (e.g. pest risk information sheet)</li> </ul>	<ul style="list-style-type: none"> <li>Reaching specific target audiences with tailored messages</li> </ul>	<ul style="list-style-type: none"> <li>Urgent plant health announcements</li> <li>Pests affecting diverse groups with different needs or concerns</li> </ul>
<ul style="list-style-type: none"> <li>Meetings and workshops</li> </ul>	<ul style="list-style-type: none"> <li>Engaging with key target audiences on sensitive issues</li> </ul>	<ul style="list-style-type: none"> <li>Engaging with very many people, each with different interests</li> </ul>
<ul style="list-style-type: none"> <li>Internet-based social networking</li> </ul>	<ul style="list-style-type: none"> <li>Simple, focused messages that need to reach a broad range of consumers or specific, connected, interest groups</li> </ul>	<ul style="list-style-type: none"> <li>Sensitive subjects</li> <li>Complex issues</li> <li>Stakeholders with poor access, or no access, to the Internet</li> </ul>



Tambo JA, Aliamo C, Davis T, Mugambi I, Romney D, et al. (2019) The impact of ICT-enabled extension campaign on farmers' knowledge and management of fall armyworm in Uganda.



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## Putting communication into action



### Interact with the media

Interacting with the mass media is necessary  
Media will publish anyway



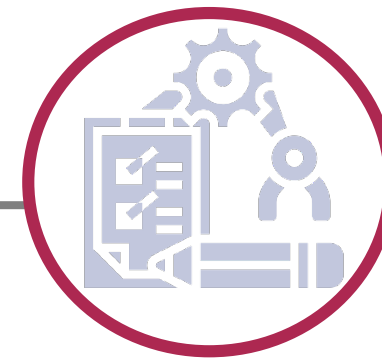
### Use social media

NPPO social media accounts?



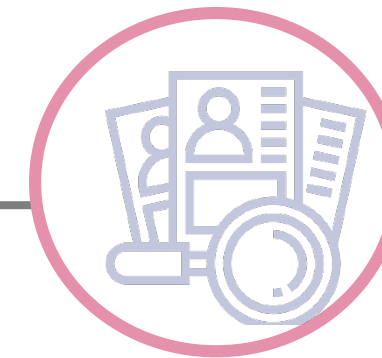
### Communicate to international stakeholders

National reporting obligations  
Partnership & collaboration



### Evaluate communication

Has information been received;  
understood; acted on;  
benefitted?



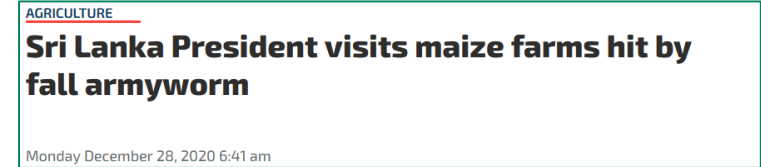
### Plan for the future

How will messaging change-  
new control methods?  
pesticide resistance?



## Managing the media

- Cultivate relationships with journalists
- Use press releases
- Be ready to respond quickly
- Have trained spokespersons, experts
- Have other materials/information to provide
- Include/coordinate with other stakeholders
- Monitor media and correct errors





## Sources of information and materials: Use what's available

Consolidated Information Board : <https://trello.com/b/EnupTMYx/fall-armyworm-prevention>

**How to use this board**

- Welcome!
- Green: in English only
- Blue: multi language resources
- Yellow: translations coming soon
- Red: resource coming soon
- Social media handles

**Resources on FAW prevention**

- PREVENTION, PREPAREDNESS AND RESPONSE GUIDELINES FOR SPODOPTERA FRUGIPERDA
- Prevention, preparedness and response guidelines for Spodoptera frugiperda

**About Fall Armyworm**

- FAO Global Action for FAW control
- IPPC-FAO portal
- CABI's FAW portal
- ASEAN's FAW action plan
- FAW Research Collaboration Portal

**International Standards for Phytosanitary Measures**

- ISPM 2 - Framework for pest risk analysis
- ISMP 4 - Requirements for the establishment of pest free areas
- ISPM 6 - Surveillance
- ISPM 11 - Pest risk analysis for quarantine pests

**Videos**

- + Add a card





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# Thank you

**IPPC Secretariat**

Food and Agriculture Organization  
of the United Nations (FAO)

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