



FUSARIUM TR4 COMMUNICATIONS PLANNING RECOMMENDATIONS

(Prepared by the IPPC Secretariat)

Background

An awareness programme for all relevant stakeholders is crucial to prevent the introduction and spread of *Fusarium oxysporum* f.sp. *ubense* Tropical Race 4 (TR4) of banana. When stakeholders are aware of a pest, they can contribute to the surveillance, reporting and management of that pest.

Communications is critical across all key stages of a potential pest outbreak whether it be surveillance and prevention, diagnosis and confirmation of a pest being present or containment and management. Early warning systems can provide National Plant Protection Organizations (NPPOs) with regular and updated information on pest distributions allowing for timely response. As such, early warning systems should be part of communication plan. An example of an early warning system used to raise awareness and improve preparedness for the risk of Fusarium TR4 are simulation exercises.

As part of the IPPC Secretariat's global coordination role on Fusarium TR4 a number of materials have been developed to support national plant protection organizations (NPPOs) in increasing awareness around this significant plant pest threat and developing a national communications plan. When developing a communications plan it is of paramount importance that, alongside IPPC Secretariat-developed materials, which are available for any country to use, NPPOs also coordinate a tailored national outreach plan reflecting a country's key stakeholder needs and levels of influence where for example community leaders, politicians and local media may play an important role.

Materials available

As part of the [COMESA Trade Facilitation Project](#) and thanks to funding from the European Union, the following "toolbox of materials" has been developed for NPPOs and other phytosanitary partners to refer to and use. These materials have been developed with the oversight of the Implementation and Capacity Development (IC) Team on Fusarium TR4.

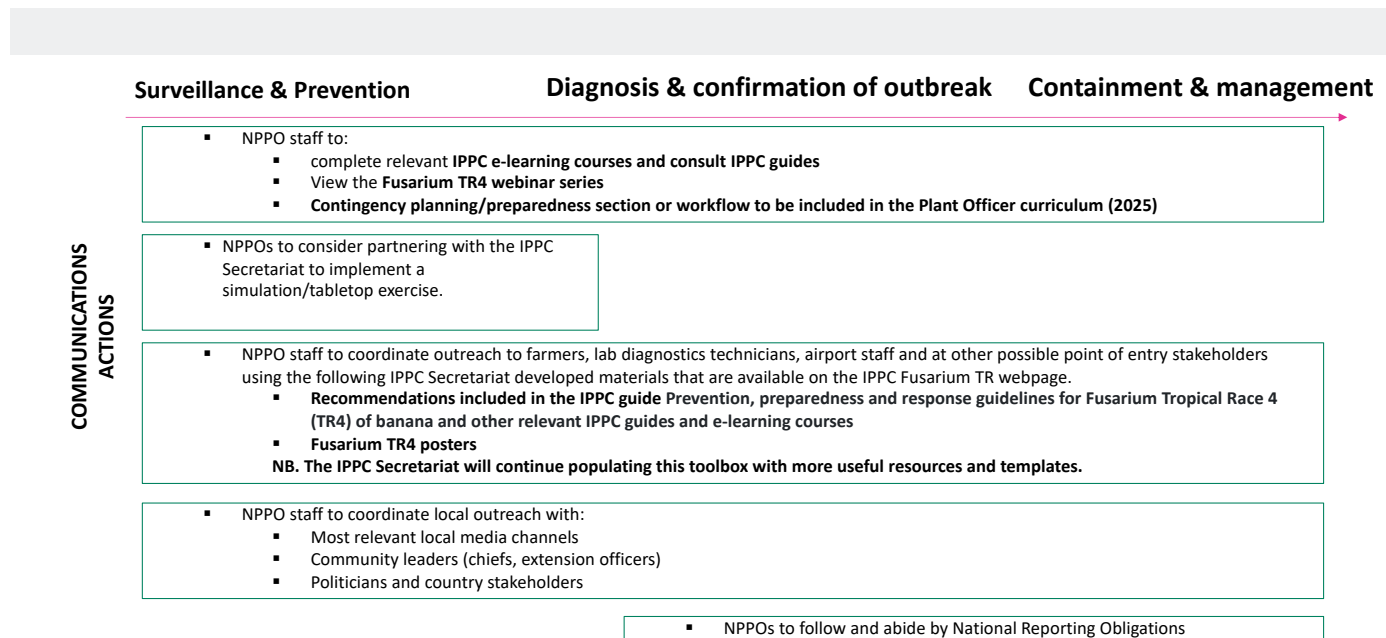
- [IPPC Global Coordination Fusarium TR4 webpage](#)
- [IPPC guide on Prevention, preparedness and response guidelines for Fusarium Tropical Race 4 \(TR4\) of banana.](#) This is in addition to the many existing IPPC guides and e-learning courses available on relevant topics such as Surveillance, Diagnostics and Emergency preparedness. All IPPC guides and e-learning courses are available [here](#).
- [Posters and vertical banner on Fusarium TR4 and simulation exercises](#)
- Recordings of the 2022 [Workshop Series: Fusarium TR4 Diagnostic, Surveillance, Inspection and Simulation Exercises](#)
- Recording of the [CPM-18 side session on Banana TR4](#) including regional and country-specific case study presentations.

The IPPC Secretariat will continue populating this toolbox with more useful resources and templates.

Recommendations on how to structure a communications plan

Included in Diagram 1. are the recommended actions and relevant materials to be used by NPPOs when developing a national Fusarium TR4 communications plan, depending on the stage of a possible Fusarium TR4 outbreak. This should be adapted to a country's needs and network of national and global stakeholders.

Diagram 1: summary of recommended actions to be taken by NPPOs and supporting materials available when developing a national Fusarium TR4 communications plan.



Should a NPPO representative or partner have questions regarding these materials please contact the IPPC Secretariat (ippc@fao.org).