



agriculture,
forestry & fisheries

Department:
Agriculture, Forestry and Fisheries
REPUBLIC OF SOUTH AFRICA

RISK COMMUNICATION STRATEGY
For The
RISK ANALYSIS: IMPORTATION OF SABLE
FROM ZAMBIA

DIRECTORATE: ANIMAL HEALTH

TABLE OF CONTENTS

- 1. INTRODUCTION**
- 2. CONTEXT**
- 3. ENVIRONMENT**
- 4. COMMUNICATION CHALLENGES**
- 5. ANIMAL DISEASES OBJECTIVES & COMMUNICATION OBJECTIVES**
- 6. MESSAGES AND THEMES**
- 7. MESSENGERS**
- 8. ACTION PLANS**
- 9. MONITORING AND EVALUATION**

1. INTRODUCTION

Risk communication is an integral part of the risk analysis process and has been defined as an interactive process for exchanging information and opinions between risk evaluators, risk managers and other interested parties. According to Chapter 2.1; Article 2.1.7 of the Terrestrial Animal Health Code, risk communication is the process by which information and opinions regarding hazards and risks are gathered from potentially affected and interested parties during a risk analysis, and by which the results of the risk assessment and proposed risk management measures are communicated to the decision-makers and interested parties in the importing and exporting countries. It is a multidimensional and interactive process and should ideally begin at the start of the risk analysis process and continue throughout. It sets out a road map in relation to the process to be followed in the risk analysis.

The intention of this communication strategy is therefore to outline this interactive process:

The process commenced with a call for information and opinion pertaining to hazards and risks relating to the importation of live sable antelope (of the subspecies *Hippotragus Niger Kirkii* or *Niger Niger*) from Zambia, which was sent out on 3 March 2014. The final date stipulated for comments was 14 March 2014.

2. CONTEXT

This Risk Analysis is conducted in compliance with point 2.1 of the North Gauteng High Court Order case no. 64765/2012.

According to the said Court Order, the Directorate has to complete the Risk Analysis and publish the draft policy for comments by 3 September 2014.

Comments on the draft policy must be received by 4 October 2014 and thereafter considered.

The final policy must then be published by 3 November 2014.

The Department will divide the risk analysis to be conducted into the following broad categories. This is an outline of the general process and the Department's intended course of action, going forward.

- Hazard identification: Hazard identification involves identifying the pathogenic agents which could potentially produce adverse consequences associated with the importation of the commodity. This would, among others, include Anthrax, Bovine Tuberculosis, Brucellosis, Foot and Mouth Disease, Rinderpest, Trypanasomosis, Theileriosis; Contagious Bovine Pleuropneumonia, Rabies, Peste des petits ruminants and Johne's Disease. Other diseases include Bluetongue, Lumpy skin disease, Rift Valley fever, malignant catarrhal fever, Bovine Viral Diarrhoea Virus and pestivirus infections. This is by no means an exhaustive list of diseases of concern.
- Risk assessment: The risk assessment includes entry assessment, exposure assessment, consequence assessment and risk estimation. It is important to note that risk increases with increasing volume of commodity imported.
- Risk management: Risk management is the process of deciding upon and implementing measures to achieve the Member Country's appropriate level of protection. and
- Risk communication. The risk analysis will be done according to OIE prescripts.

3. ENVIRONMENT

There remains a huge interest in the importation of game from countries in the continent whose disease situation, for not just Foot and Mouth Disease, remains of concern to the national herds; thus the need to conduct a Risk Analysis.

4. COMMUNICATION CHALLENGES

The communication of the risk should be an open, interactive and transparent exchange of information. The Department will provide for the following mechanisms in relation to achieving this: Firstly communication will be facilitated through a dedicated email address which appears below, Secondly information in relation to the process will be posted on the Department website. The e-mail address generated for this process is SableRA@daff.gov.za and the website address where information will be posted is www.daff.gov.za.

5. ANIMAL DISEASE OBJECTIVES

- The aim of The Animal Diseases Act is “*to provide for the control of animal diseases and parasites, for measures to promote animal health, and for matters connected therewith*”. This is achieved by:
 - o Preventing and limiting the introductions of diseases into the territory of the Republic.
 - o Controlling and eradicating, where possible, diseases of sanitary, economic and trade importance.
 - o Promoting human health by controlling zoonotic disease where possible.

- o Providing importing countries with an objective and defensible method of assessing the disease risk associated with the importation of animals, animal products and pathological material, and giving the necessary assurances.

5.1 COMMUNICATION OBJECTIVES

To formulate the process to be followed in this Risk Analysis.

6. MESSAGES AND THEMES

To identify the risks associated with the importation of sable from Zambia

7. MESSENGERS

- Director Animal Health
- Ministry of Agriculture, Forestry and Fisheries

8. ACTION PLAN

Action	Responsibility	Date
Call for information and opinions pertaining to hazards and risks	D: Animal Health	3 March 2014
Deadline for inputs	Stakeholders	14 March 2014
Publishing of the Risk Communication Strategy	D: Animal Health	4 April 2014
Conduct the Risk analysis and publish a draft policy for comment	D: Animal Health D: Communication Services	3 September 2014
Publish final policy	D: Animal Health D: Communication Services	3 November 2014

Action	Responsibility	Date
Monthly updates	D: Animal Health D: Communication Services	End of each month

9. MONITORING AND EVALUATION

The Communication Task Team will provide daily media monitoring working together with the Government Communication and Information System (GCIS) Media Centre. The task team will embark on listening campaigns where principals will have face-to-face meetings with communities to assess the impact of this strategy.