

ASF-EMB

**Pillar 4 –
Coordinated Risk Communications**

March 28, 2023

Pillar 4 Updates – Deliverables Completed

1. Traveller campaign, signage in customs halls and outreach to airlines - CFIA & CBSA
2. Crisis communications strategy and plan for producers - CPC
3. National Biosecurity Kit - Posted on CPC website
4. Communication contact lists established, shared and regularly updated – Communications Network

Pillar 4 Updates – Deliverables Completed

5. Communications products developed regarding ASF and risk for retailers, small holders, importers and distributed to provincial and sector partners
6. Standardized key messages and relevant scenarios for all partners based on roles and responsibilities within the first 72 hours - Communications Network
 - All network members have access:
 - [Emergency Communications Guide](#)
 - [Master Key Message Document](#)

Pillar 4 Updates – Vision for 2023/24

1. Maintain the Communications Network as a place to share information and provide guidance/representation to the Communications Working Group
2. Re-establish the Communications Working Group:
 - Determine appropriate members
 - Update Emergency Communications Guide
 - Update Terms of Reference
3. Inter-pillar/working group support:
 - Provide communications support to Pillars 1-3
 - Provide communications support to Pillar 2 for Operational Communications