

STAMPING OUT

HORSE FLU

BRETT FIFIELD
NSW DPI



AUGUST 24
first EI cases confirmed

SEPTEMBER 24
peak of new IPs

SEPTEMBER 29
vaccination begins

DECEMBER 22
last reported IP

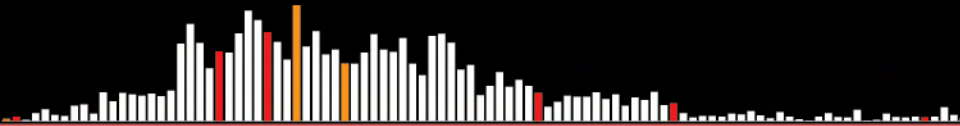


Our approach

- Comprehensive flow of information – leave no gaps
- News providers, not responders
- Listen to audience
- 100 media releases in month – established NSW DPI as credible, willing source of information
- Consistency – daily talking points
- Front media



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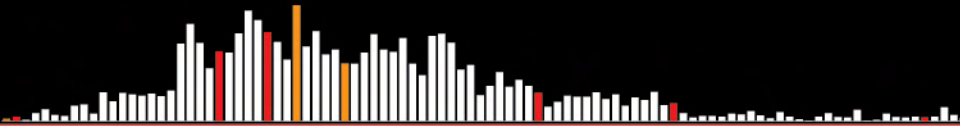


Our approach

- Start the day on radio
- Localise messages
- Community service announcements
- Daily press conference – both metro and regional
- Utilise the power of talk back
- Foreshadow needs, eg. tv/video footage vaccine/infected properties
- Reinforce with web and publications



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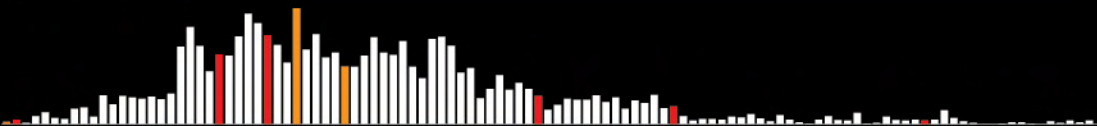
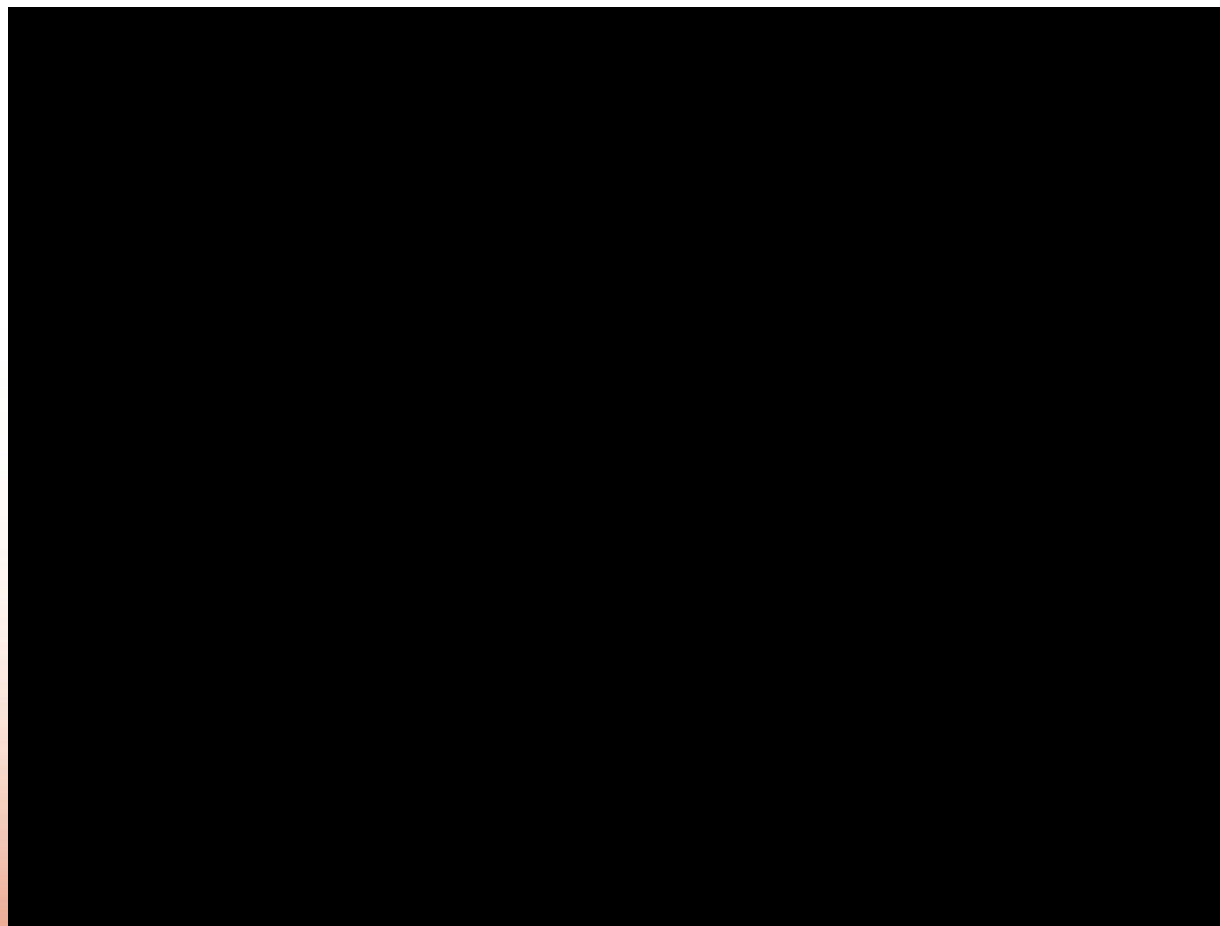
Public information that engages & informs

Different channels of delivery for different stakeholders

- Mass media
- Online
- Industry liaison
- Public meetings
- Publications
- Call centre
- Taskforce



Equine industry



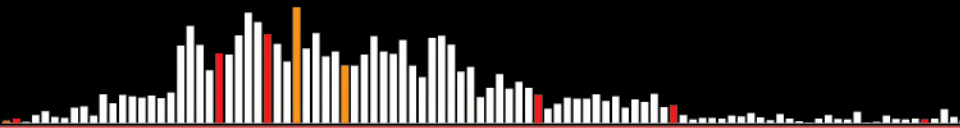
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First hours crucial

- Take control – language
- Worst case/best case
- What is equine influenza
- Human health?
- Quenching the thirst
- Media conference
- 80 media calls
- Establish media team



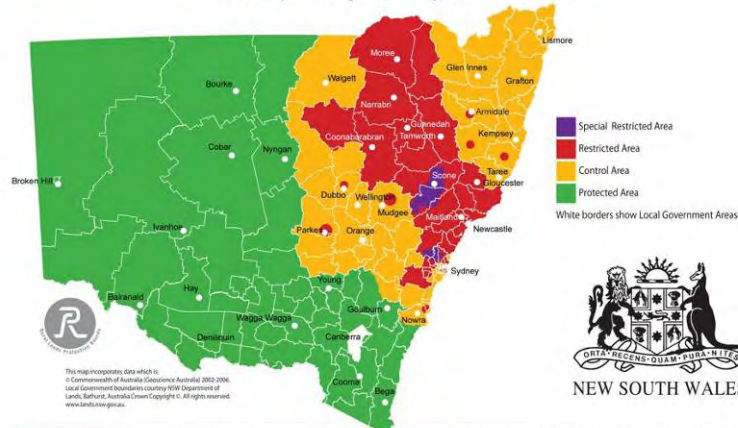
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EQUINE INFLUENZA PROTECTION PLAN

NSW DPI equine influenza hotline 1800 675 888

www.dpi.nsw.gov.au/equine-influenza



GREEN	<p>YOU CAN</p> <ul style="list-style-type: none"> Move horses between properties within the green zone with your Travelling Horse Statement (THS). THS are available at www.dpi.nsw.gov.au/equine-influenza/permits. Move horses to and from registered racing, equestrian or other events within the green zone with your THS. Hold horse events that are registered with NSW DPL. <p>YOU CAN'T</p> <ul style="list-style-type: none"> Move any horse out of the green zone without a permit. Move any horse from other zones into the green zone.
AMBER	<p>YOU CAN</p> <ul style="list-style-type: none"> Apply to your local Rural Lands Protection Board (RLPB) for a permit to move horses (essential movements only). Move horses to and from registered racing events after obtaining a movement permit. <p>YOU CAN'T</p> <ul style="list-style-type: none"> Move horses or horse products without a permit. Move any horse or horse products into the green zone.
RED	<p>YOU CAN</p> <ul style="list-style-type: none"> Apply to your local RLPB for a permit to move horses (essential movements only). <p>YOU CAN'T</p> <ul style="list-style-type: none"> Move horses or horse products without a permit. Move horses or horse products to the amber or green zones.
PURPLE	<p>YOU CAN</p> <ul style="list-style-type: none"> Move horses, floats and equipment within the purple zone. <p>YOU CAN'T</p> <ul style="list-style-type: none"> Move horses or horse products out of the purple zone. <p>YOU MUST</p> <ul style="list-style-type: none"> Disinfect yourself, horse vehicle and equipment, if you have had contact with horses, before leaving the zone.

In ALL zones horse owners and other people dealing with horses must:

- Look for any sign of equine influenza and report any suspected signs of infection to the hotline 1800 675 888.
- Follow any disinfection requirements that apply.

To apply for a permit, contact your RLPB.

What do the zones show?

Green zone (Protected area):
Areas currently free of equine influenza infection. Aim to keep disease free.

Amber zone (Control area):
Low risk areas surrounding high risk areas. No confirmed disease; any suspect horse to be investigated as soon as possible.

Red zone (Restricted area):
Areas with confirmed equine influenza infection. These are areas of at least 10 km around infected premises where strict biosecurity applies.

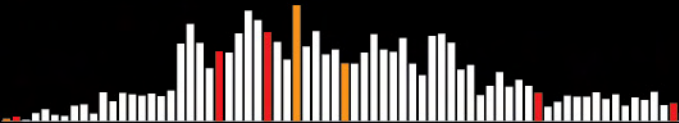
Purple zone (Special restricted area):
Areas with a high rate of infection. High personal, horse vehicle and equipment biosecurity mandatory to leave the zone.

JN 6/200

Fines of up to \$44,000, imprisonment, or both exist for breaching the requirements of this zoning system



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Our challenges managing the media

Our goal: be informers rather than responders

- Co-ordinated, in control of public info and accurate
- Satisfying massive interest from mainstream to specialist media
 - Keep public (horse owners) informed
 - Ensure confidence in disease response
 - Ensure compliance with regulations

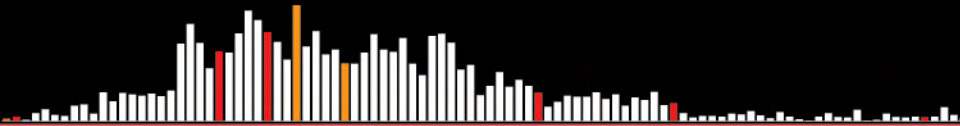


Challenges continued

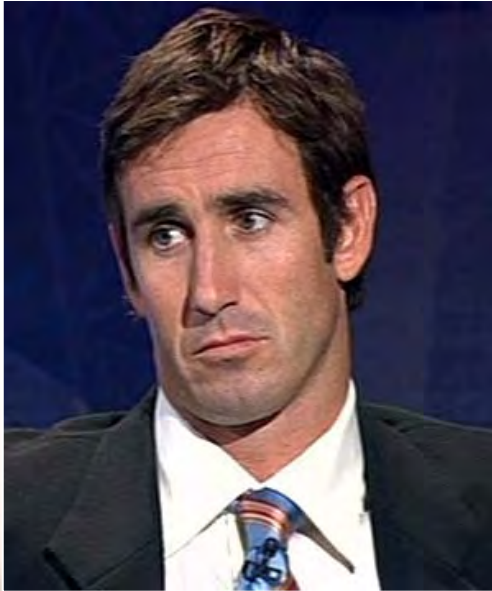
- Limit spokespeople – Minister, chief vet and media staff (good talent only – take no risks on poor or inconsistent performers)



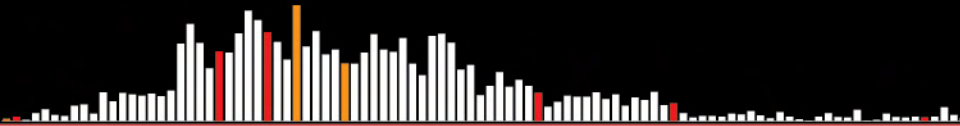
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We need a distraction – for the media



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Blogs

- Gauge the debate direction
- Answer questions and detractors
- Monitor impressions and information needs
- Inform our messaging
- Duty vet monitoring and responding

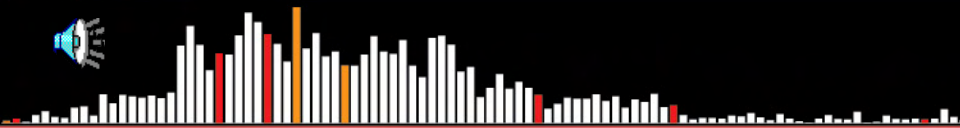


The ABC and community service advertising

All news is information, not all information is news

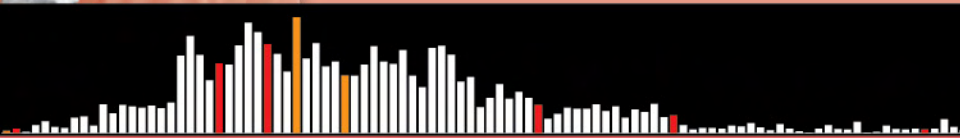


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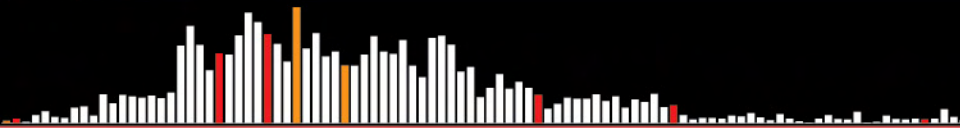
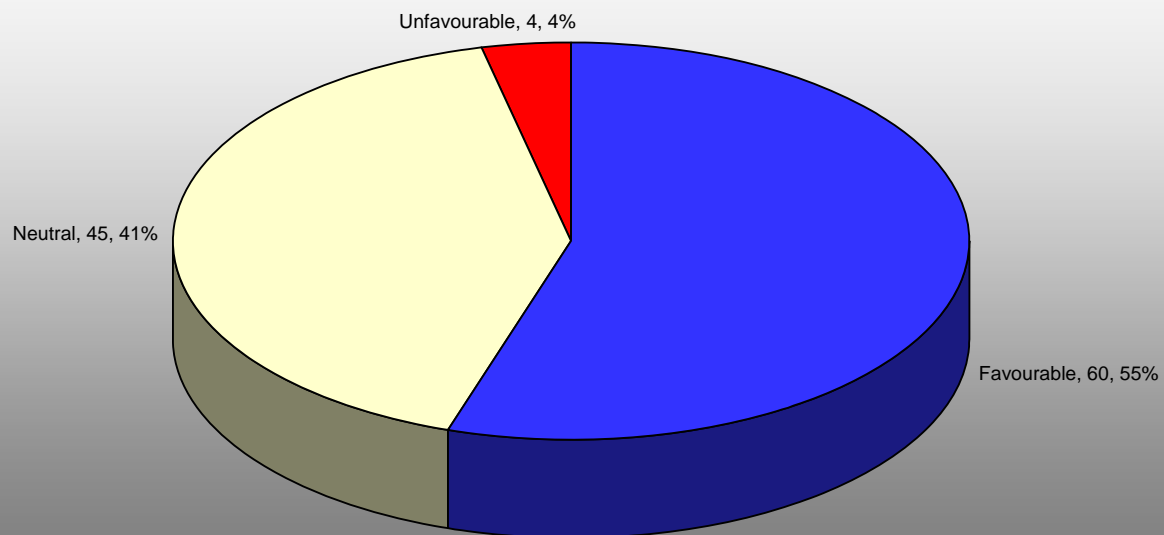
Analysis - Key Metrics

KEY METRICS	
Total Volume Articles	1,052 (109 Press; 943 Broadcast)
Average Favourability (Press Only)	54.5
Leading Message (Press Only)	DPI is keeping the public informed of the spread of EI; DPI communicated that standstill necessary to stop EI (18 mentions each)
Leading Spokesperson (Mentions)	Ian Macdonald, NSW Minister for Primary Industries
Leading Media (Number of Items)	2UE Sydney (96)

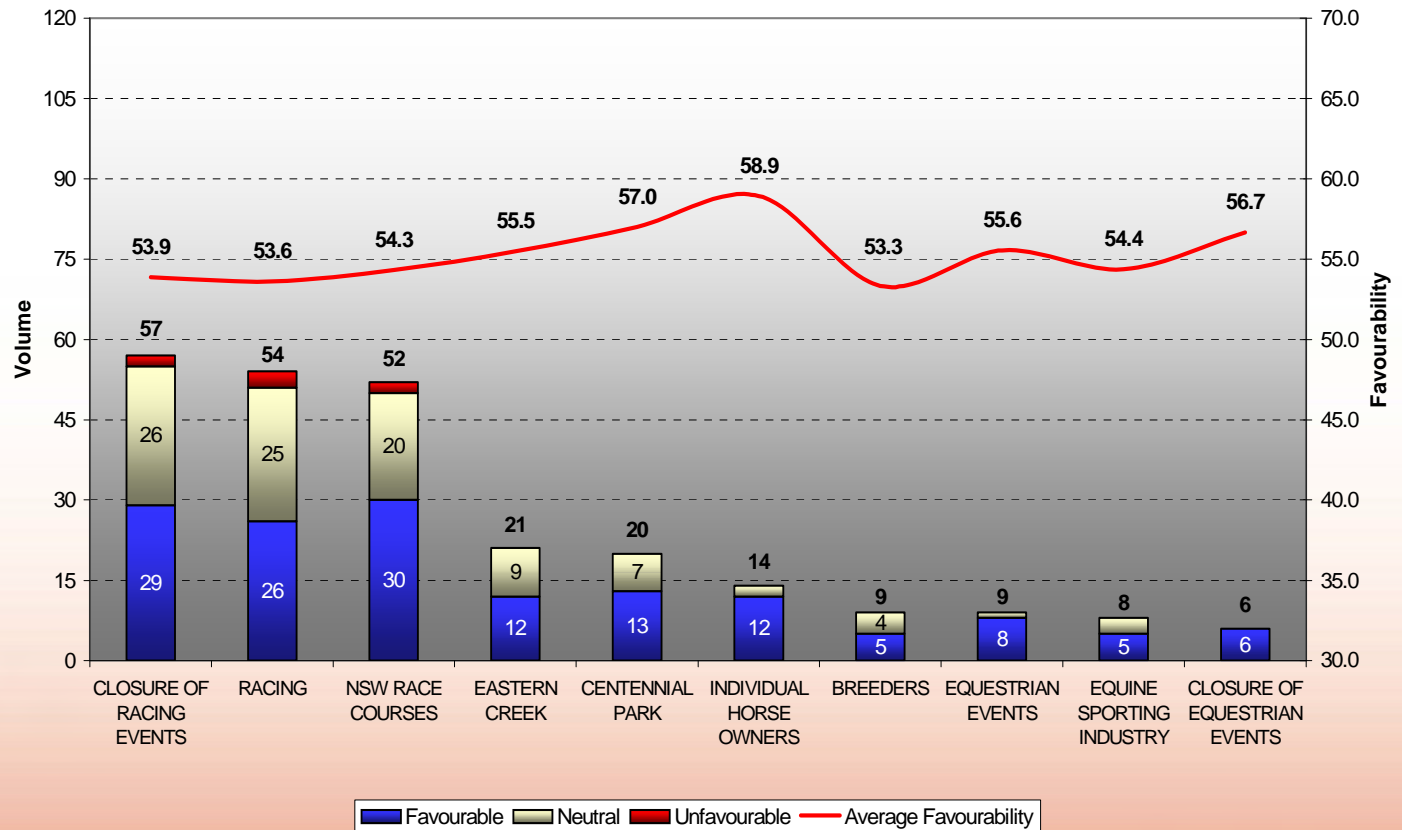


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Media Overview - Press

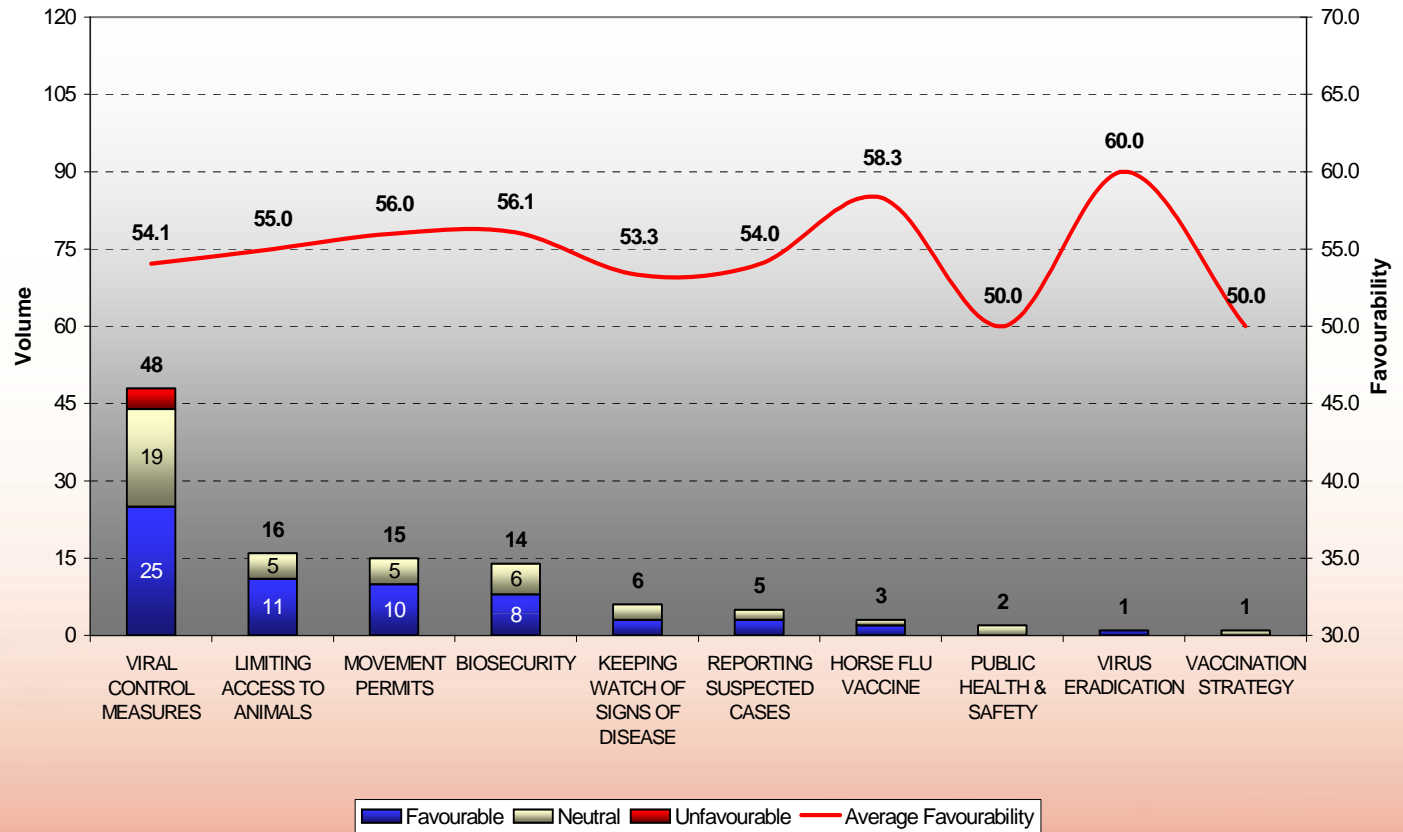


Leading Issues – Equine Industry Press



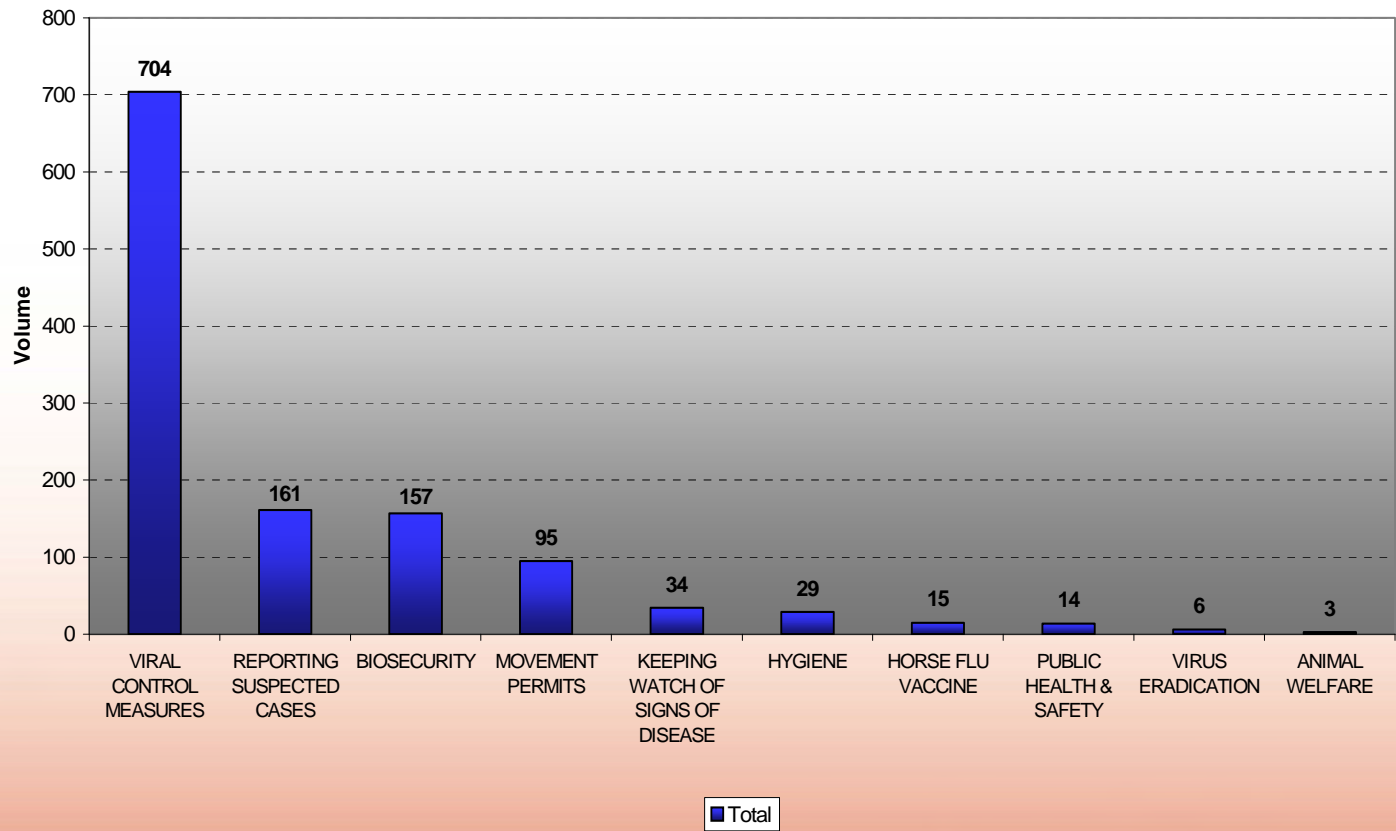
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Leading Issues – Story Focus Press



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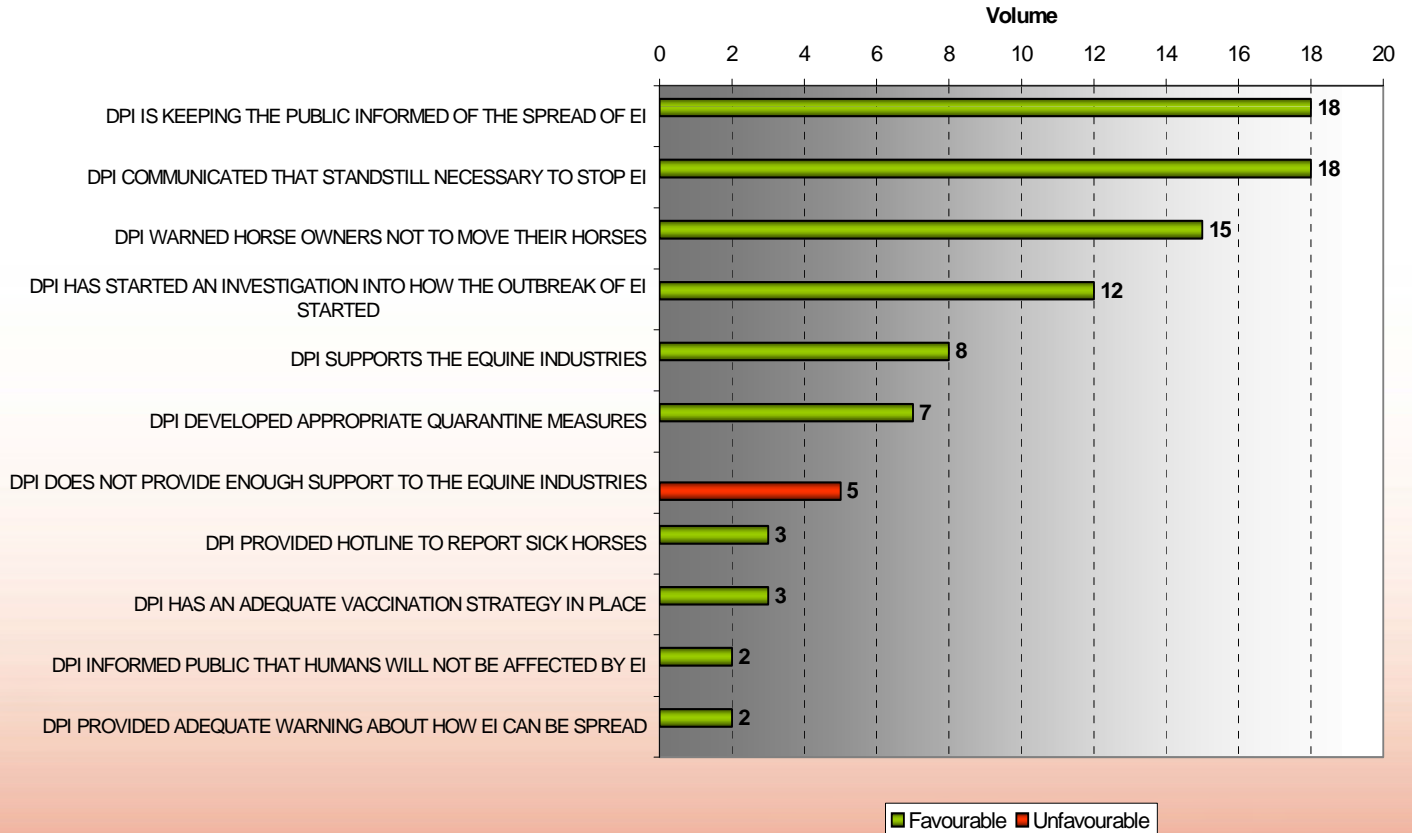
Leading Issues – Story Focus Broadcast (Summaries)



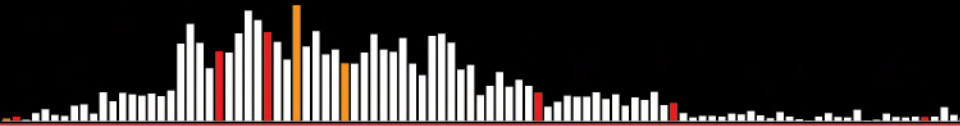
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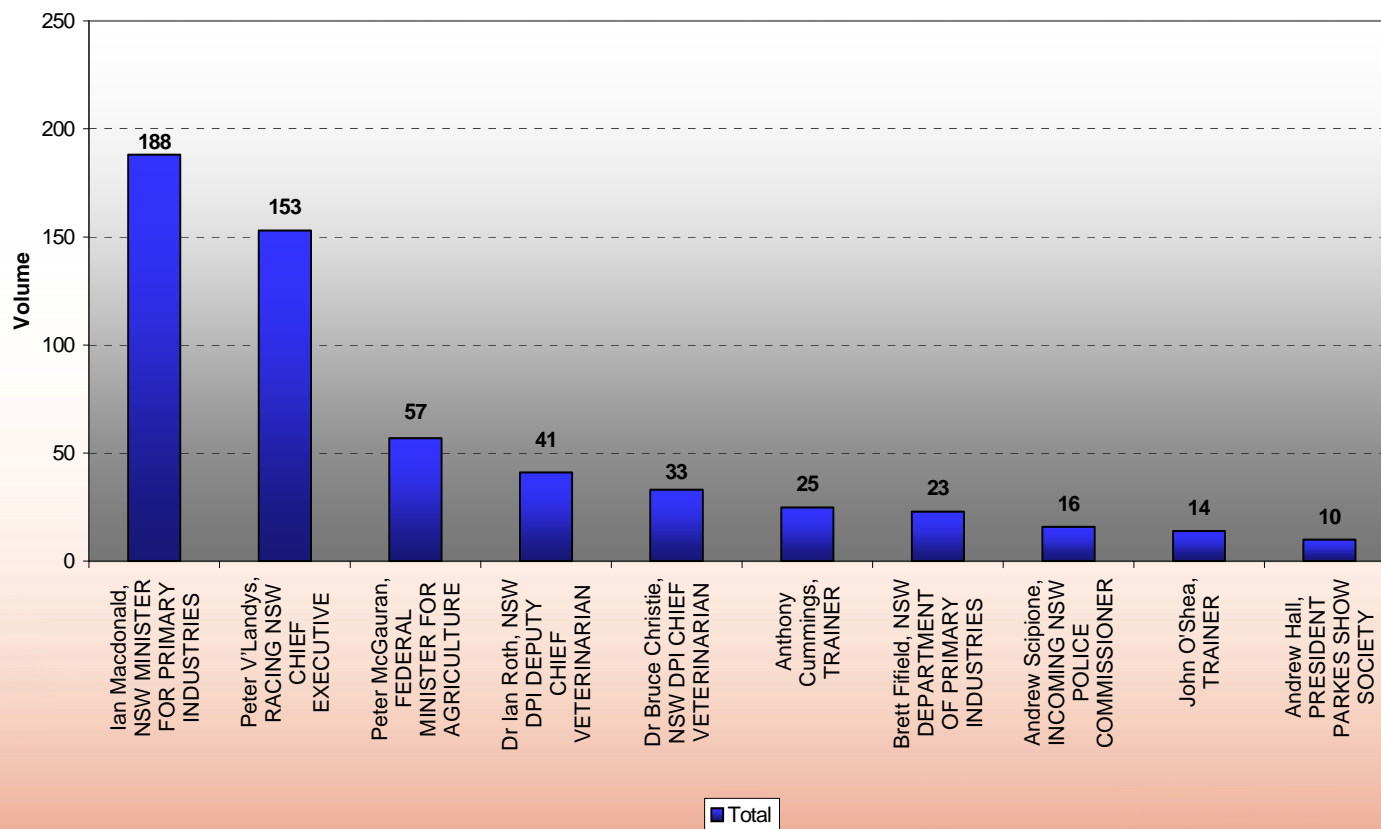
Leading Messages - Press



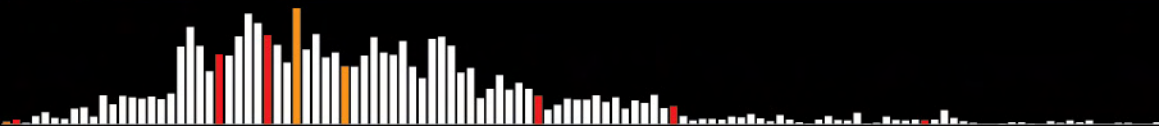
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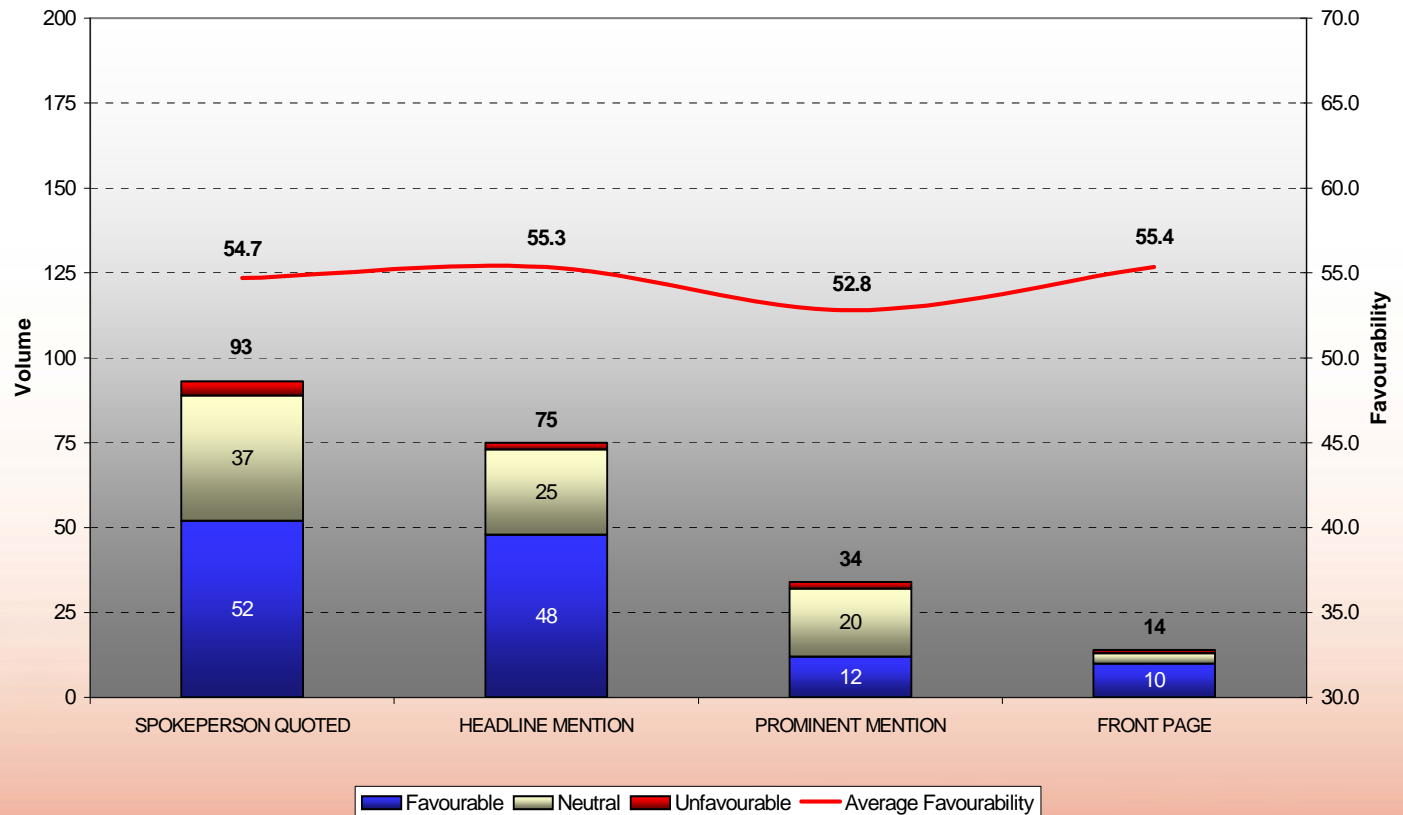
Leading Spokespersons – Broadcast (Summaries)



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Placement - Press



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Checklist

- Talent is news
- Finger on the pulse
- Seat at the table with Exec and Minister's office
- Be informed by audience
- Feed the media – establish relationships
- Monitor media
- Sort the news from the information and use the appropriate medium
- Be accessible
- Transparency

