

Agriculture Industry Communications Pack

Foot-and-mouth disease (FMD) and
Emergency Animal Disease Preparedness

October 2022

AGRICULTURE VICTORIA



WHAT'S THE PURPOSE OF THIS PACK?

We would greatly appreciate your help in distributing foot-and-mouth disease (FMD) and other emergency animal disease preparedness messaging with your audiences and networks. We have developed this communications pack to assist you in this process and ensure there is an aligned and clear strategy across all industry channels.

How you can help:

Share the materials in this pack with your community and audiences via social media, website, email and other digital platforms.

What's included?

- Key messages
- Tailored messaging
- Social media copy
- Website graphics
- Resources



PRIMARY KEY MESSAGES

- FMD is one of Australia's greatest biosecurity risks and poses a significant threat to Victorian agriculture.
- FMD is a highly contagious viral disease affecting cloven-hoofed animals.
- FMD spreads through close contact between animals and can be carried on animal products, vehicles, equipment, clothing, footwear, or the wind.
- Biosecurity is everyone's responsibility and we all need to play a part to protect our agriculture, economy and unique natural environment.
- Having a Property Identification Code (PIC) and keeping your National Livestock Identification Scheme (NLIS) records up to date are crucial.
- FMD is not a public health concern. Meat and dairy are safe to eat and drink.

CALL-TO-ACTION

Always include a call-to-action in your communication with stakeholders.

Such as:

- If your animals are showing clinical signs of the disease report it immediately to the **Emergency Animal Disease Watch Hotline on 1800 675 888.**
- For more information, visit the Agriculture Victoria website at agriculture.vic.gov.au/fmd
- Update or apply for a new PIC at pic.agriculture.vic.gov.au/

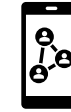


TAILORED MESSAGING

Refer to our **FMD Industry Communications Pack** for key messages tailored to the following audiences and subjects:

- Human health
- Transmission
- Signs of FMD in livestock
- Advice for livestock owners
- Owners of specific livestock
- Call-to-action
- Traceability – NLIS requirements and PICs
- Wildlife – native animals
- Outdoor activities and feral animals
- International travellers
- Mailing risk goods
- Swill feeding

SOCIAL MEDIA POST: BIOSECURITY PRACTICES



Suggested copy:



With the increased threat of foot-and-mouth disease due to its presence in Indonesia, Victorian livestock owners and on-farm workers have an integral role to play in protecting our agriculture.



These are simple things you can do to reduce the risk of emergency animal diseases like foot-and-mouth disease to Victoria and Australia.



If your animals are showing clinical signs of the disease report it immediately to the Emergency Animal Disease Watch Hotline on 1800 675 888.

For more information, visit: agriculture.vic.gov.au/FMD



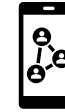
Livestock owners and on-farm workers have an important role to play to protect our agriculture, economy and unique natural environment from foot-and-mouth disease. Learn more: agriculture.vic.gov.au/FMD @VicGovAg @vicemergency

Suggested Image:



[Click here to download image](#)

SOCIAL MEDIA POST: REPORTING SIGNS OF DISEASE



Suggested copy:



Early reporting will be key to getting on top of emergency animal disease outbreaks.



Save the Emergency Animal Disease Watch Hotline 1800 675 888 in your phone, and report suspect cases of foot-and-mouth and lumpy skin disease in your livestock as soon as possible.



Swift action and early reporting are crucial to getting on top of emergency animal diseases and minimising their impact.

Learn more: agriculture.vic.gov.au/FMD



Early reporting will be key to getting on top of emergency animal disease outbreaks.

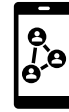
Save the Emergency Animal Disease Watch Hotline 1800 675 888 in your phone, and report suspect cases of foot-and-mouth and lumpy skin diseases immediately. agriculture.vic.gov.au/FMD

Suggested Image:



[Click here to download image](#)

SOCIAL MEDIA POST: WEBINARS



Suggested copy:



Want to learn more about farm biosecurity and livestock traceability?



@AgricultureVictoria is hosting a range of webinars and in-person workshops over coming weeks.



To find out what's on visit:
agriculture.vic.gov.au/events



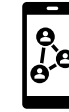
Biosecurity and livestock traceability webinars and workshops are coming to a town or screen near you.
Visit: **agriculture.vic.gov.au/events**

Suggested Image:



[Click here to download image](#) 

SOCIAL MEDIA POST: PROPERTY IDENTIFICATION CODES



Suggested copy:



Attention all Victorian livestock owners:



Are your Property Identification Code (PIC) records up to date?



Keeping your PIC details updated is crucial in preparedness steps ahead of an emergency animal disease outbreak.

PICs are free and easy to get from the Agriculture Victoria website:
agriculture.vic.gov.au/PIC



Livestock owners, are your Identification Code (PIC) records up to date? Keeping your details updated is crucial in preparedness steps ahead of an emergency animal disease outbreak.

PICs are free and easy to get from the Agriculture Victoria website:
agriculture.vic.gov.au/PIC

Suggested Image:



[Click here to download image](#)

SOCIAL MEDIA POST: LIVESTOCK TRACEABILITY



Suggested copy:



Do you know your traceability requirements?



You're required to tag your livestock and record their movements on and off your property up to date on the National Livestock Identification Scheme (NLIS) database.



This helps Agriculture Victoria identify and trace cattle, sheep and goats in the event of an emergency animal disease outbreak.

Check out : agriculture.vic.gov.au/livestock-and-animals/NLIS



Do you know your traceability requirements?

You're required to tag your livestock and record their movements on and off your property up to date on the National Livestock Identification Scheme (NLIS) database.

Check out: agriculture.vic.gov.au/livestock-and-animals/NLIS

Suggested Image:



[Click here to download image](#) 

WEBSITE GRAPHICS

Website graphics have been provided to promote Agriculture Victoria's FMD web page and encourage audiences to learn more about the disease.

Link to Agriculture Victoria from your website:
agriculture.vic.gov.au/FMD



[Click here to download horizontal banner graphic](#)



[Click here to download square graphic](#)



NEWSLETTER



Suggested copy:

With the increased threat of FMD due to its presence in Indonesia, Victorian livestock owners and on-farm workers have an integral role to play in protecting our agriculture.

Livestock owners and on-farm workers, here are some tips to make sure you're playing your part:

- If you have livestock at your property, make sure you have a biosecurity plan and keep your Property Identification Code (PIC) and National Livestock Identification Scheme (NLIS) records up to date.
- Don't feed or supply pigs with meat, meat products or any food that has been served on the same plate or has come into contact with meat. This is prohibited pig feed.
- Don't bring or mail any meat and meat products into Australia without a permit.
- Wear clean clothes and shoes if going on-farm or interacting with livestock, and wash them afterwards.
- Don't allow anyone who's been overseas to a country with foot-and-mouth disease to interact with your livestock for 7 days.
- Report suspect cases of FMD to the Emergency Animal Disease Watch Hotline 1800 675 888.

To learn more about FMD, visit agriculture.vic.gov.au/FMD

RESOURCES

Website

All foot-and-mouth disease information is being uploaded to the Agriculture Victoria website, at agriculture.vic.gov.au/FMD.

Current information includes:

- [What is foot-and-mouth disease](#)
- [Foot-and-mouth disease frequently asked questions](#)
- [Emergency animal diseases](#)
- [Workshops and webinars on emergency animal diseases](#)
- [Animal disease courses](#)
- [Practical biosecurity steps on your farm](#)
- [Biosecurity plan templates](#)
- [Biosecurity for small landholders](#)
- [Biosecurity advisory](#)
- [Feeding prohibited pig feed](#)
- [Property Identification Codes](#)
- [Livestock standstill](#)

Social media

Agriculture Victoria is posting regularly about foot-and-mouth disease and emergency animal disease preparedness.

Follow these accounts and share posts as appropriate:

- Facebook: <https://www.facebook.com/agriculturevictoria>
- Twitter: <https://twitter.com/vicgovag>

Thank you for your support.

For more information about foot-and-mouth disease and other emergency animal diseases, please contact us directly or visit agriculture.vic.gov.au/FMD

