INTERNATIONAL SERVICE FOR THE ACQUISITON OF AGRI-BIOTECH APPLICATIONS

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Biosafety Communication Experiences in Africa

Identified 3 key needs:

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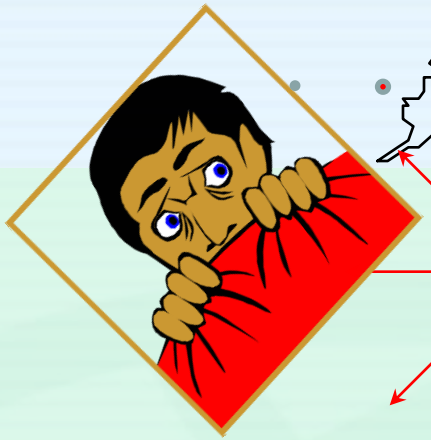
- Communication challenges and best practices
- Biosafety communications skills development
- Formation of a community of biosafety communications' practitioners

Biosafety Communication Challenges

The Networked World

Myths and misconceptions diffuse fast!



Example: The Seralini Study…

Information Epicenter

(5 people:

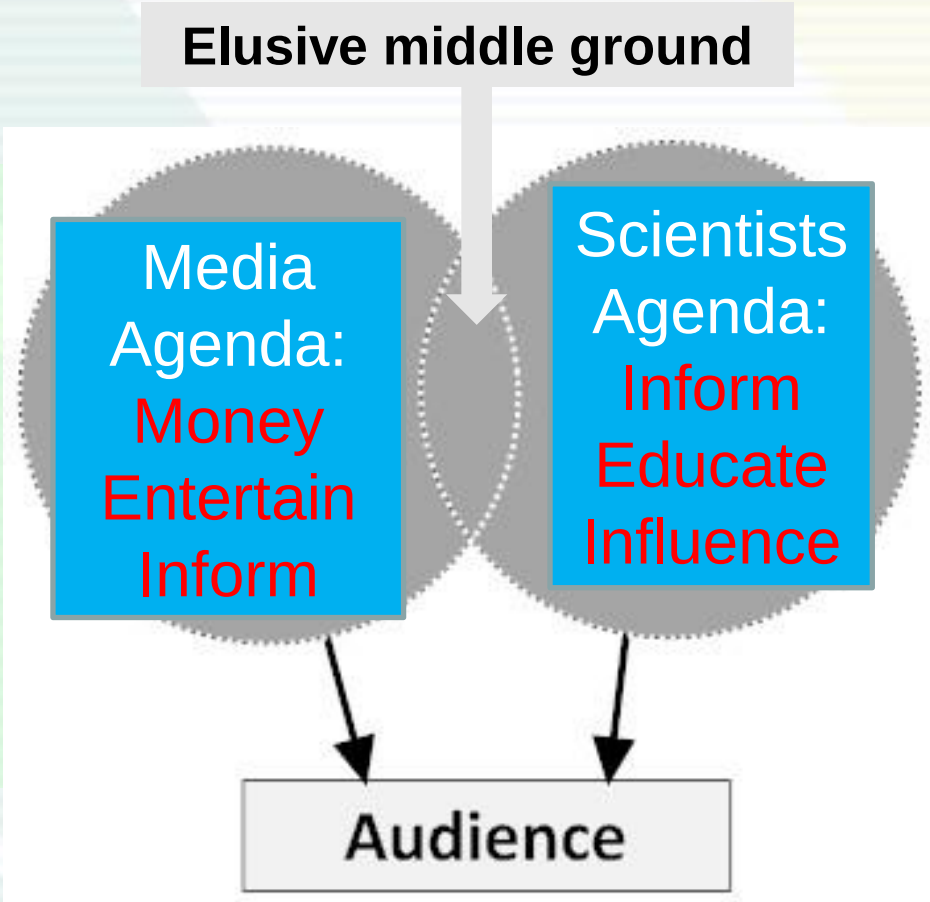
$350K Annual budget)

Europe Node

Africa Node

ISAAA Crop Biotech Update Files

How the media operates: News values leave science stories little to no chance!



Mass media sensations through fantasies, myths, fairy tales

Are you eating science's mistakes??

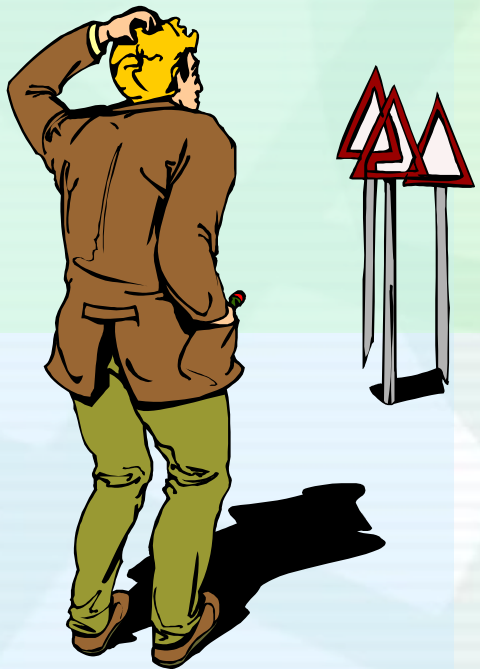
Creating:

- ✓Fear
- ✓Anxiety
- ✓Outrage
- ✓Mistrust

RISK PEECEPTION VS REAL RISKS

Public perception of risk is strongly influenced by

Four factors:



- ✓Trust
- ✓Benefit
- ✓Control
- ✓Fairness

Ref: Risk Perception Theory

Non-verbal communication in Biosafety
A serious communication Gap!

Some Biosafety procedures cause public outrage and panic!

Non-Verbal Communication.. Launching of Biosafety Greenhouse

Colour scheme?

Preparing for Effective Biosafety Communications

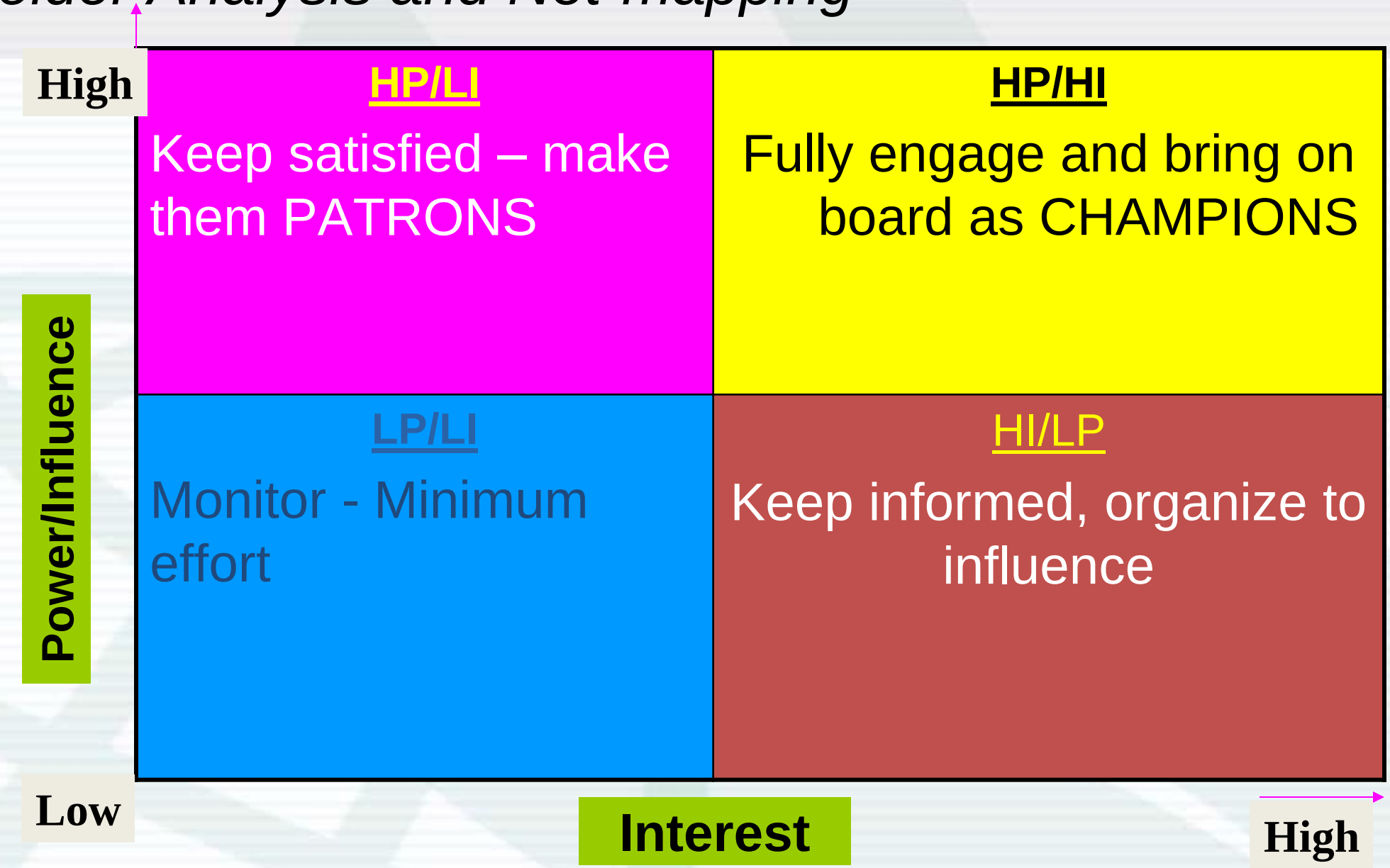
Rationale for Risk Communication in Modern Biotechnology

A component of Risk Analysis:
(NOT AN OPTION!)

Risk Assessment
Risk Management
Risk Communication

Step 1: Understand your Stakeholders

Stakeholder Analysis and Net-mapping



Step 1..Netmapping to understand relationships and connections

Step 2: Skills development

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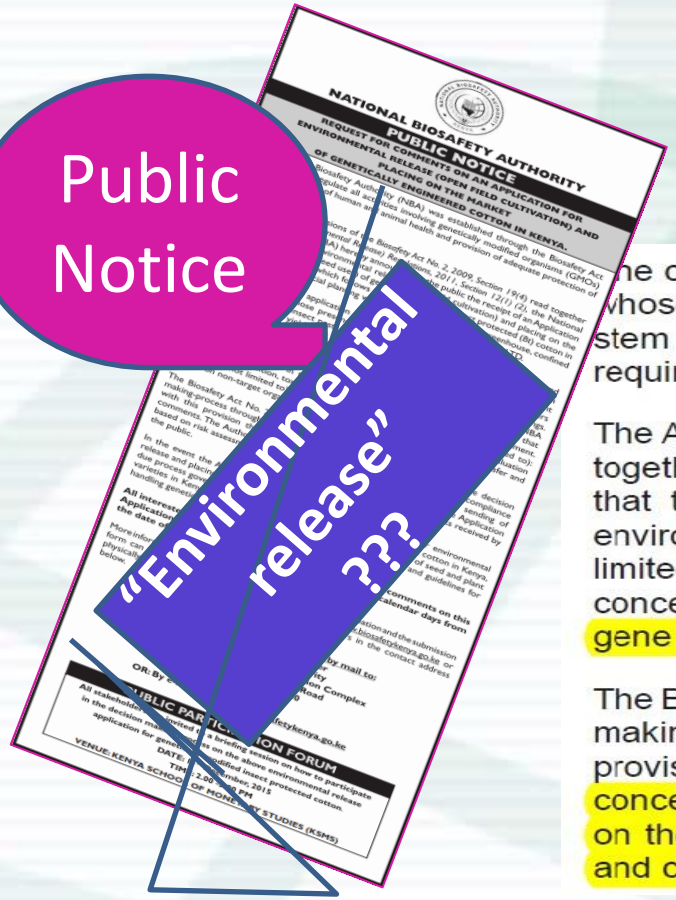
- **Appropriate messaging**
  - Using appropriate language for different stakeholders
  - Packaging and delivery channels of biosafety decisions



Public Notice

"Environmental release" ???

Toxicity and allergenicity?

Bt maize encodes for cry1Ab gene

Invasiveness
Horizontal gene transfer?

...e conten... ...t maize encodes *cry1Ab* gene ...whose pres... ...protection against attack from ...stem borer i... ...ndicates that the *Bt* maize will require less ins... ...e costs less to produce.

The Application is curre... ...cience-based review process by NBA together with relevant reg... ...ag...es and independent experts to ascertain that the proposed product is safe f... ...uman and animal health and to the environment. Key issues considered i... ...od safety assessment include (but not limited) to: nutritional composition, toxic... ...and allergenicity, while environmental concerns include (but not limited) to: persistence and invasiveness, horizontal gene transfer and impact on non-target organisms.

The Biosafety act No. 2, 2009 provides that the public participates in the decision-making process through submissions to the Authority. It is in compliance with this provision that we request the public to participate through sending of comments, concerns and/or objections. The Authority therefore, will make the final decision on the Application based on risk assessments, socio-economic considerations and comments received from the public.

Step 2.. Anticipating public concerns and developing a rapid response plan

NEMA CEO: Unsure of NPTs Experimental design?

DAILY NATION

agriculture

DILIGENCE >> AGENCY SAYS IT'S TAKING DUE ... AVOID GMOS ENTERING MARKET CHAIN

State's conditions for GMO trials

Nema says no licence will be issued before experimental design is scrutinised to ascertain safety of the entire process

jkariuki@ke.nationmedia.com

An experimental design for genetically modified maize must be tested before national field trials start, the environmental watchdog has said.

The National Environmental Management Authority (Nema) Director General Prof Geoffrey Wahungu said no licence for national open field trials will be issued before the design is scrutinised to ascertain safety of the entire process.

Secured areas

In an interview with *Smart Company*, the Nema boss said Kenya needs assurance that trial farms are within secured areas to minimise the risk of cross-pollination between the modified maize and the conventional variety.

"A lot has been said about our opposition to field trials and some people have also convinced some MPs to push us to issue a license and even biotechnology students have accused us hurting their future by blocking the trials. That is a lie," he said.

Prof Wahungu said if anything went wrong

"WE MUST BE ASSURED THEY HAVE CAPACITY TO MITIGATE AGAINST CROSS POLLINATION TO SAFEGUARD

maize variety proponents — the Kenya Agricultural Livestock and Research Organisation (KALRO) and their partners, Africa Agricultural Technology Foundation (AATF) — to seek a permit from Nema.

This was the culmination of a five-year project named Water Efficient Maize for Africa (Wema) that aimed to produce a drought-resistant maize variety as a way of promoting food security among Africans.

Safeguard public health

NBA said the two agencies should also work closely with the Kenya Plant Health Inspectorate Service (Kephis) during the trials to safeguard public health.

"We must be assured they have capacity to mitigate against cross pollination to safeguard citizens against consuming untested foodstuffs that could contain harmful toxins," said Prof Wahungu.

BT maize trials had been sanctioned by the National Biosafety Authority which directed that Kenya Plant Health Inspectorate Service and Nema be closely involved to ensure all ... effects are miti...

Note: Urgent Biosafety issues requiring immediate response!

Tuesday March 21, 2017 | www.bdafric

AGRICULTURE

WILLY BETT Agriculture secretary — FILE

Bett rules out GMO crop trials

Gerald Andae
Gandae@ke.nationmedia.com

It will take longer for Kenya to conduct open ... on genetically modified organisms (GMO).

Agriculture secretary Willy Bett has said that Kenya is yet to put in place mechanisms that ensure GMO seed are not cross-pollinated, contaminating ... varieties during field tests.

The move is a big blow to researchers who have been arguing that the ban by Health Cabinet Secretary Cleopa Mailu is illegal, given that scientists wanted to conduct field trials but not commercialise crop production. Mr Bett said further research should be done.

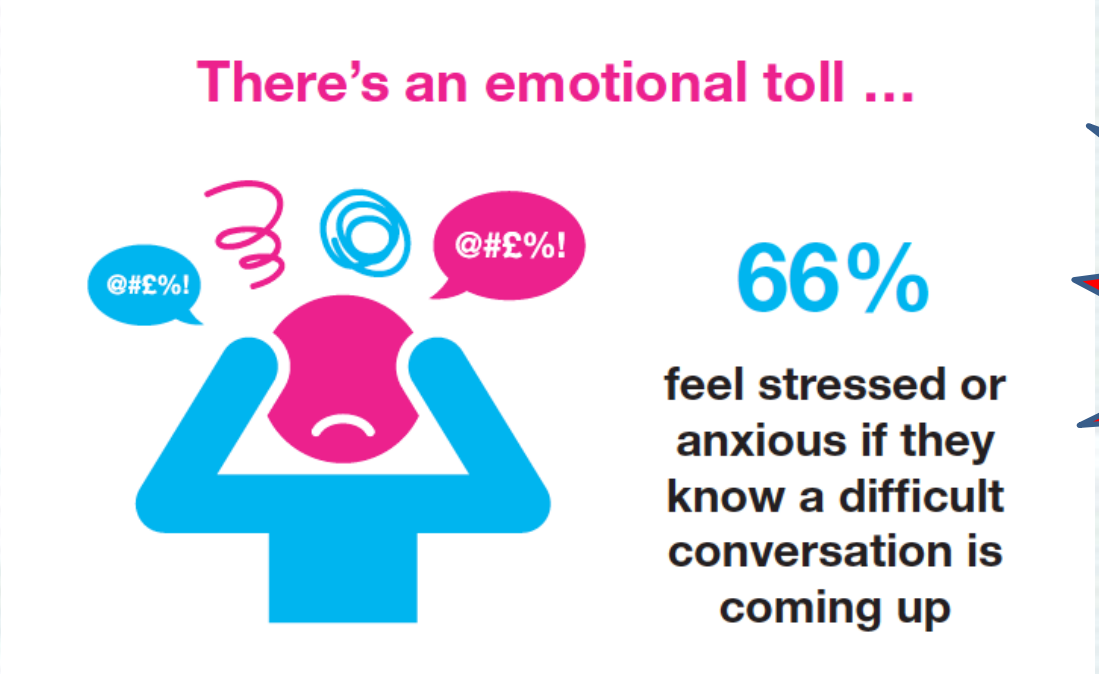
Agriculture Minister Cross-pollination? Contamination?

Skills development..

3. Handling challenging situations (allegations, “what if”…

-The line between biotech advocacy and biosafety communications – countering falsehoods while maintaining impartiality

- Understanding how the media operates and how to deal with them



Background conversations

Skills development..

Visibility

- **Public Outreach**

  i) Being more pro-active than reactive – issues management plan

  ii) Exerting authority by defending biosafety decisions as competent body

  - Building a brand – need to be seen, heard and trusted!

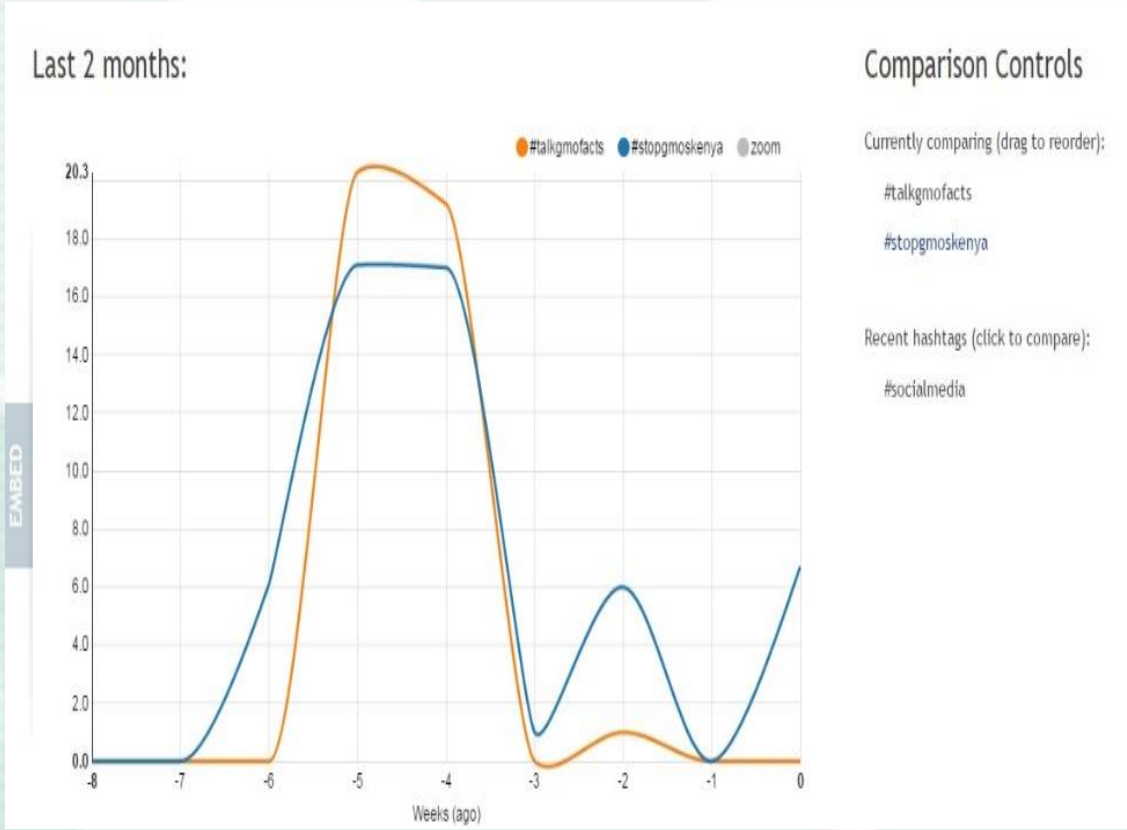
Trust and credibility key!

Means:

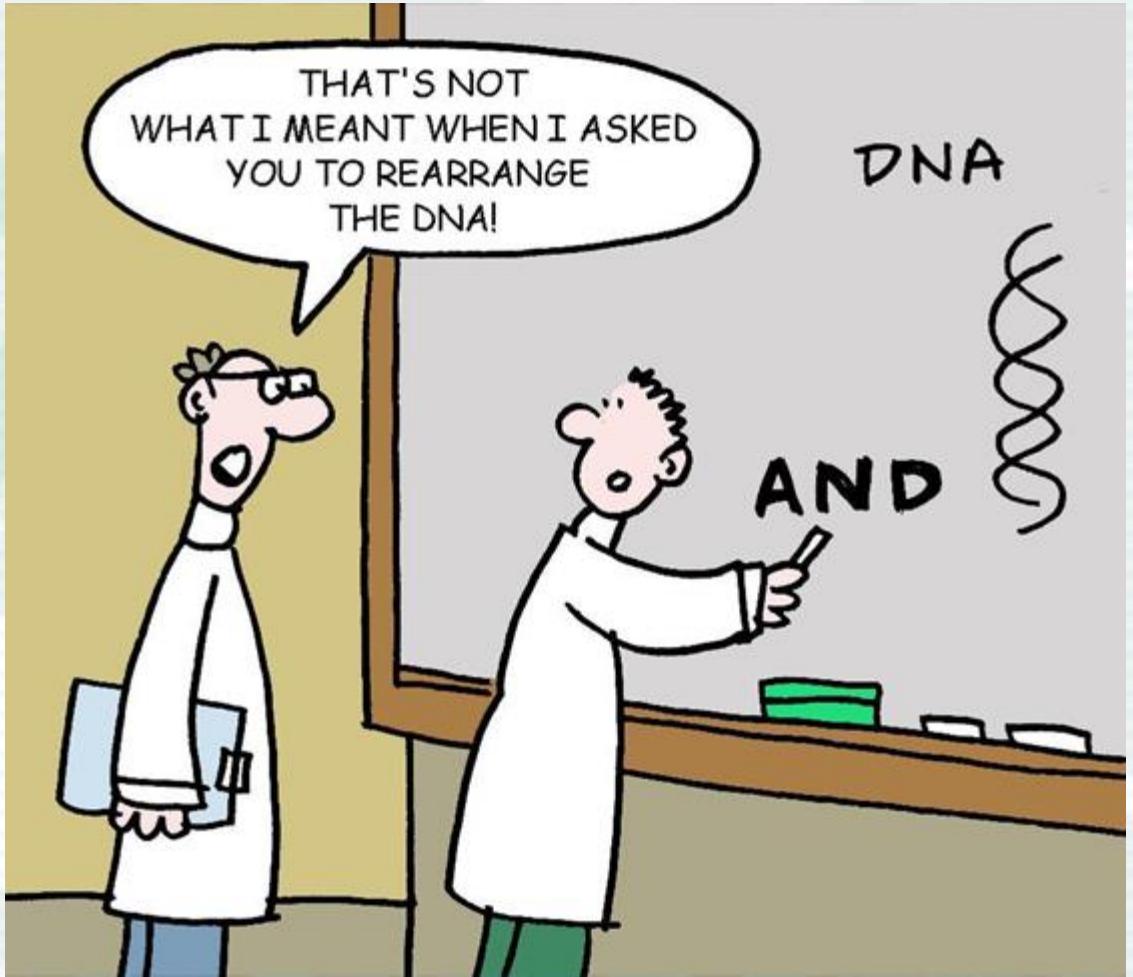
Use appropriate channels to deliver messages

Mass media
Seeing-is-believing
Biosafety study tours
Workshops
IEC materials
Social media key!

#TalkGMOFacts vs. #StopGMOsKenya



Rules for Effective Biosafety Communications

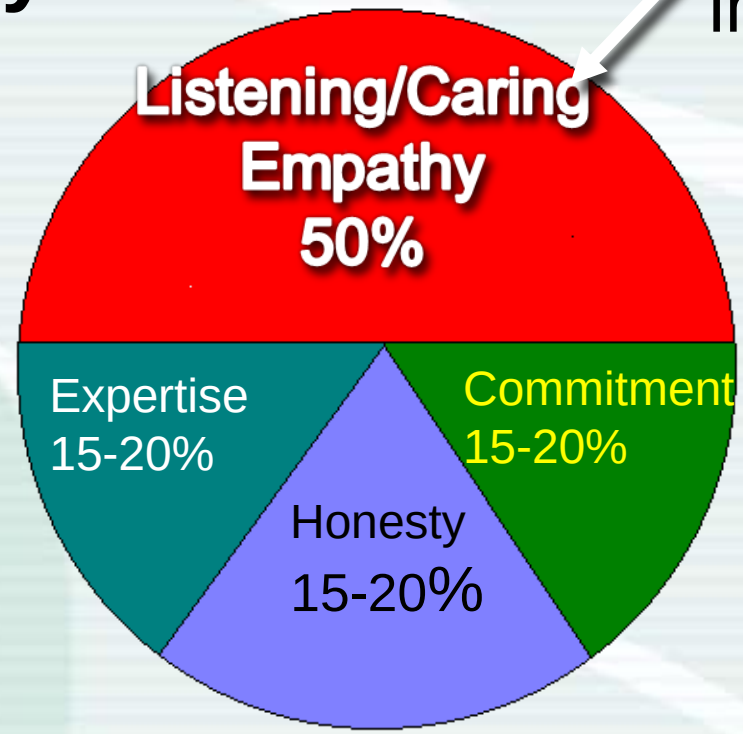


Rule 1:
Effective communication must be planned

Rule 2:
Build trust and credibility

- **People want to know that YOU care before they care about what you know**
  (Covello, 2001)

Exercise:
Who do stakeholders trust most?

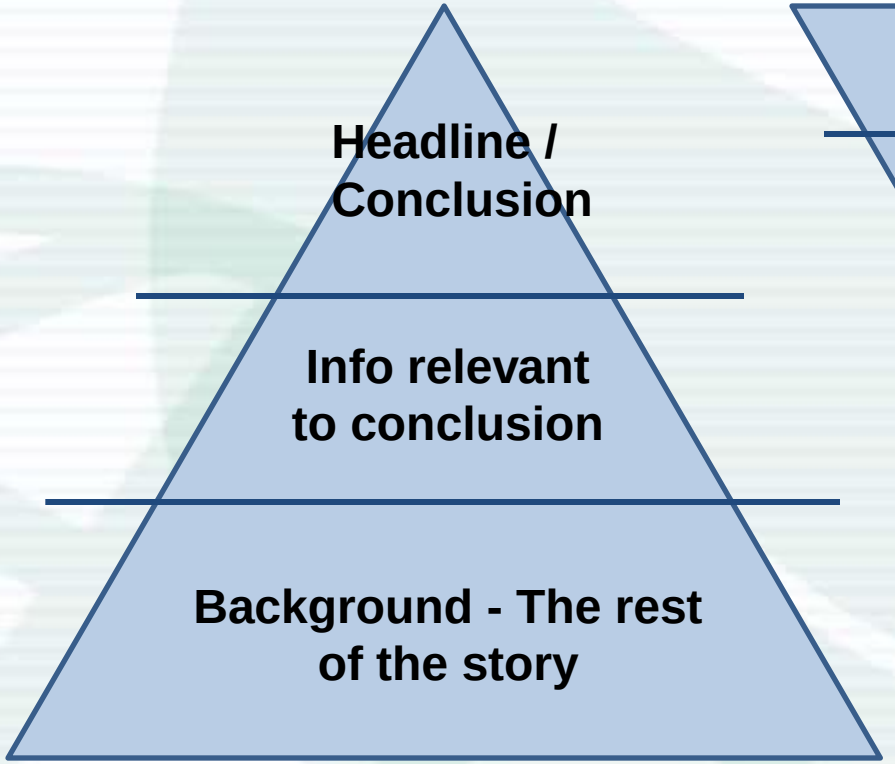


Things that will erode trust:

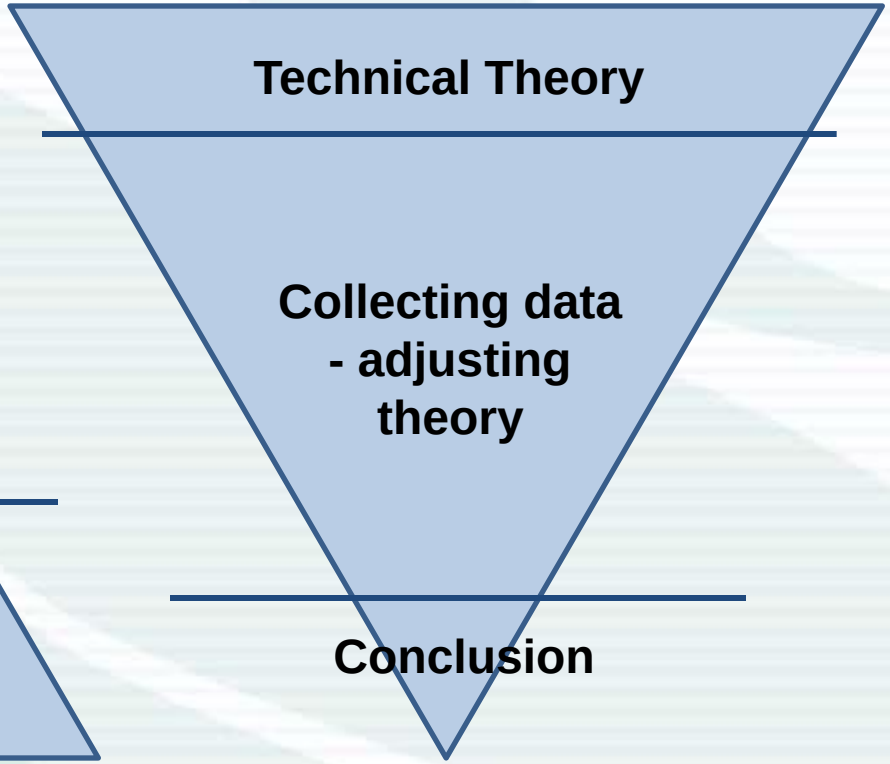
1. Lack of competence
2. Delayed response
3. Arrogance
4. Adapting a defensive stance

Rule 3: Understand the Gap

Non-Scientists



Scientists/Technical



Golden Rule!
Simplify language to suit target audience

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Technical jargon	**Layman's language**
Gene	Hereditary information
Genome Editing	?
Gene Drives	?
Gene-edited pigs	?

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Lessons from ABBC-2015 - Nairobi

(Food Evolution Movie team attended- Trace Sheehan et al..)

Upcoming ABBC-2017 in Uganda (July 18-20)

Focus: Biosafety Communications

Lesson 1 from #ABBC2015

Scientists need to be good story tellers and make their stories accessible to varied audiences

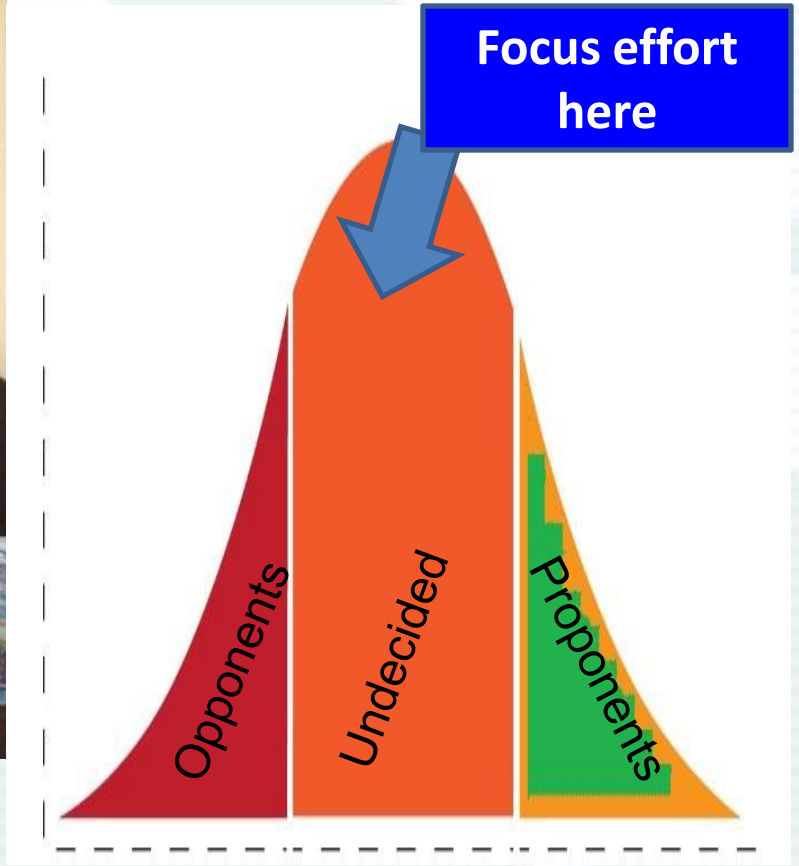
Lesson 2 from #ABBC2015

Agri-biotech and biosafety messages must be simplified and translated into local languages

How do you explain to my grandmother what GMOs are? Experts need to convey the agri-biotechnology and biosafety messages in the language of the farmer, simple and understandable - **Michael Kuria Mbugua, a farmer**

Lesson 3 from #ABBC2015

Amplifying grassroots voices



Best Practice – planned communication Being proactive than reactive!

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APP model

Anticipate: List all possible issues on GMOs and Biosafety

Prepare: Messengers, Message, Means (3M)

Practice: Regularly engage the public

Way Forward - Strategic Partnerships

Science Communications Service Providers

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BioAWARE; Universities; NARIs, RECs

ABNE MSU

COMESA

ASARECA

Transforming Agriculture for Improved Livelihoods

Biosafety Agencies

PBS

BecA/ ILRI

AATF/OFAB

Open to PARTNERSHIPS from PARTICIPANTS and PARTNERS..

Mathew 9: 37 (The Harvest is truly abundant but the labourers are few)