



RESEARCH
PROGRAM ON
Livestock



Policy briefing: Beating the heat - Actions to reduce climate-induced heat stress in pigs in Uganda

10 December 2020,
8.30am – 1pm EAT.



Ministry of Agriculture
Animal Industry and Fisheries



RESEARCH PROGRAM ON
Climate Change,
Agriculture and
Food Security



Communication & media report

Policy briefing event on actions to reduce climate-induced heat stress in pigs in Uganda

10 Dec 2020 | Kampala, Uganda

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International Livestock Research Institute | CGIAR Research Program on Livestock

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Overview



Dr. Maria Musoke of Makerere University facilitated the policy engagement event, held in Kampala, Uganda, on 10 December 2020. Photo CIAT/ILRI

A policy briefing engagement was organized in Kampala on 10th December 2020, as part of an effort to launch a policy brief focused on research on heat stress in pigs, one of the main anticipated direct and adverse impacts of future climate change on the pig sector in Uganda.

The briefing aimed to: i) Increase awareness about livestock and climate change interactions among stakeholders in Uganda; ii) share knowledge, learnings, key insights and messages from research on heat stress adaptation in pigs as a concrete case; and iii) arrive at concrete commitments to action from policy and other actors.

The event was facilitated by Dr. Maria Nassuna Musoke, a lecturer at Makerere University, which was attended by both physical and virtual participants. Opening remarks were delivered by three distinguished guests, who collectively described the importance of the pig industry in Uganda and the need for action and support by all stakeholders – public and private – to ensure the sustainability of the sector, particularly in the face of climate change. Presentations on the science was delivered by the authors of the policy brief, following by a panel discussion, declaration of commitments by attendees and closing remarks. Read the [full report](#) of the event.

Communication summary

A communications plan (*annex 1*) was developed and implemented to support the high-level launch event. The objectives were:

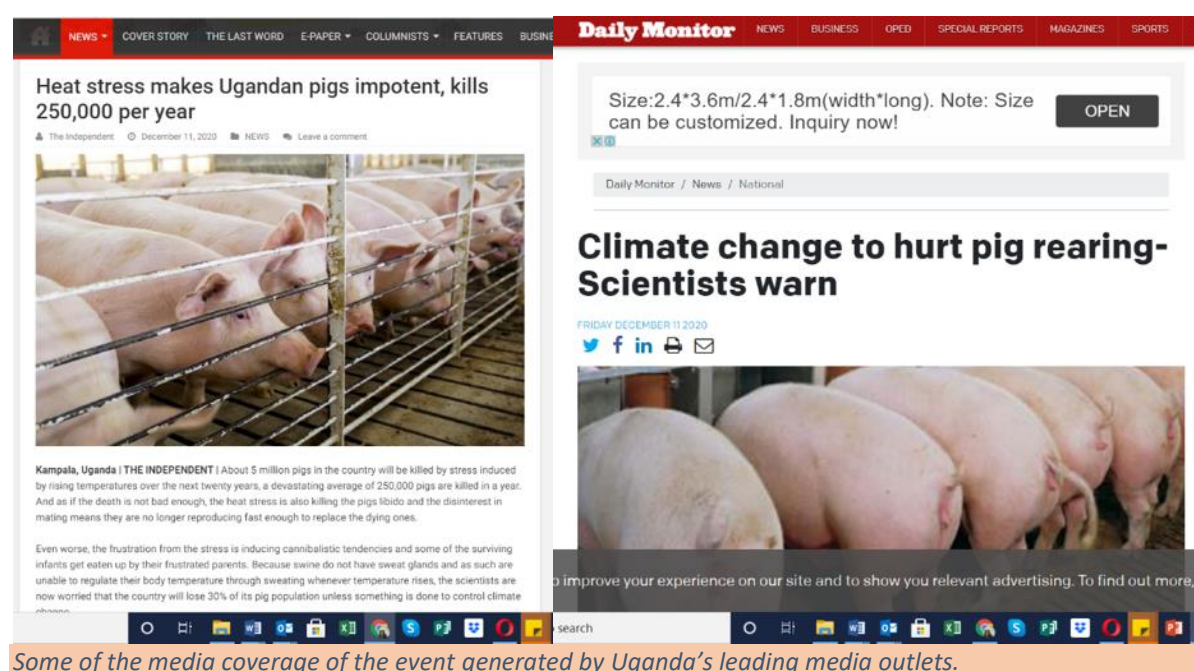
1. To create awareness of the research work, findings and recommendations highlighted in the policy brief.
2. To generate interest in and discussion about the pig sector among various stakeholder groups through various platforms.
3. To identify platforms through which policy makers' commitments to address challenges in the pig sector, such as heat stress, can be shared with stakeholders.

In order to meet the objectives, the following communication activities were implemented:

1. Media relations

- A media advisory (*Annex 2*) was prepared and shared with invited journalists ahead of the event. The media advisory provided an overview of the event and the policy brief, as well as introduced the key speakers and panel experts.
 - Journalists from select media houses (print and electronic) were invited to attend and cover the launch event.
 - Online engagement was conducted through the official twitter handles of the CGIAR Research Program on Livestock, the International Livestock Research Institute, staff from the Alliance of Bioversity International and CIAT, as well as through Facebook. Partner institutions and event attendees also live-tweeted during the event.
- Branded event materials:** materials produced included a policy brief, roll-up banners, social media postcards to advertise the event, promote the speakers and convey key messages.
 - Social media:** Twitter was the primary social media tool used to promote the event and post live updates on presentation and quotes.
 - Photography:** a firm was hired to provide professional photography. The photos were used during the event on social media and post-event (e.g. in reports).

Media engagement



Given the tight timeline, a media advisory, instead of a press release, was produced and disseminated to the media. Because of COVID-19 restrictions, only select media were invited to physically attend. Selection was based on target audience reach (i.e. policy makers, private sector and farmers).

Media outlet	Description
Uganda Radio Network	News agency that provides news to most radio stations

Bukedde TV	Uganda's largest television media outlet, broadcasting in the main local language, Luganda
Bukedde – print	Leading local daily newspaper published in Luganda, the most widely spoken local language in the country. Bukedde has a daily circulation of about 33,000.
New Vision (Online)	Leading English daily, with majority government ownership. New Vision is published in print and online. Mainly targets policy makers.
Daily Monitor	Leading daily, published in English in print and online. Mainly targets policy makers.
UBC TV and Radio	National broadcaster that reaches most parts of the country in different languages
Record TV	Privately owned TV station with national coverage, broadcasting in English and Luganda, the main local language
BBS TV	Owned by the Buganda kingdom, Uganda's largest ethnic group and broadcasting in Luganda. Mainly targets stakeholders and the general public in the central region.
Baba TV	Privately owned by the Busoga kingdom, the second largest ethnic group in Uganda. Targets mainly the policy makers and the general public in the Eastern part of the country.

The event received wide media coverage in both print and electronic media. Below are links to some of the coverage received:

1. Elizabeth Kamurungi (2020, Dec 11) [Climate change to hurt pig rearing- Scientists warn](#). Daily Monitor
2. (2020, Dec 11) [Heat stress makes Ugandan pigs impotent, kills 250,000 per year](#). The Independent (sourced from URN)
3. Pamela Mawanda (2020, 11 Feb) [Heat Stress Makes Ugandan Pigs Impotent, to Kill 250,000 per Year](#). Uganda Radio Network (URN)
4. New Vision (*story link is not functioning currently as New Vision transitions to a new site*) <https://www.newvision.co.ug/news/1535238/climate-change-piggery-profitable>

Social media

The event was promoted on social media several days in the run-up to the event. Live tweeting also took place during the event. Hashtags were developed as part of the collective branding efforts, which can be used for future relevant social media postsL **#BeatingtheheatUG** **#MoreporkUG**

Media and speaker cards with key messages from the policy brief were produced and shared on social media.

The main Twitter handle used was [@CGIAR_Livestock](#), with additional posts from Alliance colleagues [@BirthePaul](#), [@zaakepaul](#), [@NzukiRowze](#).

Screenshots of select tweets:

Livestock CGIAR @Livestock_CGIAR · Dec 7, 2020
Join us this Thurs, 10th Dec.2020 at 8:30EAT for an interesting discussion on #Beatingtheheat, #MorePork. @ILRI, @BirthePaul, @zaakepaul, @JohnYumbya, @peterballantyne, @lamirella, @EricksenPolly, @Annotie, @ben_lukuyu, @ouma_emily, @MAAIF_Uganda @ILRI, @Nzukirowze

Birthe Paul @BirthePaul · Dec 7, 2020
Policy briefing: Reducing climate-induced heat stress in #pigs in #Uganda, organized by @Livestock_CGIAR, @BioIntCIAT_eng, @ILRI, @CGIARclimate and @PCSLstock. Join us virtually #Beatingtheheat #MorePork attendee.gotowebinar.com/register/64472...



4 replies, 6 likes

Livestock CGIAR @Livestock_CGIAR · Dec 10, 2020
Coming up; panel discussion on practical experiences and multi-sector perspectives on climate change adaptation in #pigs
attendee.gotowebinar.com/register/64472...
#BeatingTheHeatUg #MorePorkUg @MAAIF_Uganda @min_waterUg @OPMUganda



8 replies, 5 likes

Paul Zaake @zaakepaul · Dec 10, 2020
"At the Delivery Unit- @OPMUganda we want to identify problems, unlock them to enhance service delivery...will work with @MAAIF_Uganda to have clear policies to improve the pig sector...will create jobs, revenue.. and development." @JuliusOkello14
#MorePorkUg
#BeatTheHeatUg



You and 3 others

5 replies, 7 likes

Livestock CGIAR @Livestock_CGIAR · Dec 10, 2020
Participants at the Policy briefing: Reducing climate-induced heat stress in #pigs in #Uganda, organized by @Livestock_CGIAR, @BioIntCIAT_eng, @ILRI, @CGIARclimate and @PCSLstock. Join us virtually #BeatingtheheatUg #MorePorkUg

attendee.gotowebinar.com/register/64472...



5 replies, 6 likes

rowze_nzuki @NzukiRowze · Dec 10, 2020
Look out for @BirthePaul from @BioIntCIAT_eng who will be live at this important discussion today
#BeatingTheHeatUg
#MorePorkUg
#ClimateChange



Livestock CGIAR @Livestock_CGIAR · Dec 10, 2020
Join us today starting at 8:30EAT as we discuss the impact of #ClimateChange on #pigs in #Uganda. #Beatingtheheat #MorePork #WhyLivestockmatter twitter.com/BirthePaul/sta...

1 reply, 5 likes

Event branding

Event branding was developed and consistently applied across all materials – from the policy brief, PowerPoint presentations, to social media assets (event and speaker postcards) and banners at the meeting venue. All the co-organizers who contributed to the event were acknowledged through inclusion of their logos in the materials.

Social media quote cards:



Speaker postcards:



Material branding:



(left) Branded banners were displayed in the meeting room. (right) Printed copies of the policy brief were distributed to all participants. (right) Photos CIAT/ILRI

Photos

A firm was hired to photograph the event. This provided a pool of high-quality photos that can be used in publications, the event report and social media posts .



A group photo of the participants who attended the event at the Golden Tulip Hotel in Kampala.



(Left) A view of the meeting room. (Right) Co-author of the study and policy brief, Dr. Paul Birthe, from the Alliance of Bioversity International and CIAT, delivered her presentation virtually at the event.

Find the photos from the event and on the project in the [MorePork Uganda album](#) on Flickr.

Reflections on successes and lessons

Effective format for engagement. The policy engagement event is a good example of how to inform and engage key stakeholders after the publication of a policy brief. The high-quality panelists and presenters provided good sound bites and background information for journalists and social media. The event facilitator, Dr. Maria Nassuna Musoke, did an excellent job of driving discussions and engaging participants at the event.

Media coverage was better than expected, including from leading media outlets in the country. Journalists who attended found the climate change focus of considerable news value, with data they could cite. Several journalists expressed interest in field visits, which opens up further opportunities for continued coverage. Ongoing engagement with interested media is encouraged, which can also open up potential interest and coverage of the MorePork program in general.

Consistent branding was an asset, providing the event and all materials a cohesive and professional image. Follow up engagements that use the same branding will help in the recall of the policy brief, the event and the messages conveyed.

Lessons learned

Advertise the event well in advance. In the future, to encourage more online participation, it would be advisable to start advertising the event through social media channels and by email 3-4 weeks in advance. Due to time constraints, the event was only actively promoted online a few days before the event, which resulted in significantly lower attendance by virtual audiences.

Press material. As quotes from key persons could not be secured in time, we could not prepare a press release for the event. Therefore, only a media advisory was drafted and sent out to journalists a day ahead of the event. In the future, ideally a media advisory would be sent out 5-7 days before the event, with a press release ready for the day of the event for pick up by journalists.

In addition, having a media kit for journalists is also advisable, containing key messages and stats, a copy of the press release and other concise, relevant material. The press release and key messages can provide journalists with accurate, quotable material, to help mitigate 'sensationalization', as seen in the headline "Heat stress makes Ugandan pigs impotent, kills 250,000 per year*".

Dedicated media time needed. Journalists were unable to secure interviews with some of the government officials who attended the event, either as speakers or panelists. The officials cited the need to get clearance from their supervisors. In the future, it could be useful to allocate a specific slot for media question and answers, which speakers can be advised of ahead of time and enable them to secure required permissions. A separate room or section can be set up as well, for one-on-one interviews.

Get analytics early. Gather stats for posts and hashtags within a week of the event, to be able to avail of the full use of free online tools to get a more accurate picture of online engagement.

**This is a quote picked up by the media from one of the speakers and was not part of the science briefing.*

Annexes

Annex 1: Communications plan

Proposed communications plan for the launch of the Heat stress policy brief

This communications plan will support the launch of a policy brief on, *Climate-Induced Heat Stress in Pigs in Uganda: A Call for Accelerated Institutionalised Adaptation Actions*. The policy brief is a result of research conducted as part of the CGIAR research group on Livestock comprising of ILRI, CIAT, Ministry of Agriculture, Animal Industry and Fisheries (MAAIF) and Ministry of Water and Environment.

The policy brief will be launched on 10th December, 2020, in Kampala at a high level stakeholders event that will bring together players from government Ministries, Departments and Agencies as well as

Objectives

The activities proposed in the communications plan aim to achieve the following objectives;

4. Create awareness of the research work, findings and recommendations highlighted in the policy brief
5. Generate interest in and discussion about the pig sector among various stakeholder groups through various platforms
6. Identify platforms through which policy makers' commitment for address challenges in the pig sector, such as heat stress will be shared with stakeholders

Activities

The following are the proposed communications activities that will be undertaken to support the launch and dissemination of the policy brief.

Activity	Particulars	Expected outputs	Responsible
1. Media relations	Invite journalists from select media houses (print and electronic) to attend and cover the launch event.	1. News stories in print and electronic media	ILRI/ CIAT

	<p>Prepare a press release with key messages from the policy brief</p> <p>Hold interviews with key members of the research team (PI?)</p> <p>Author an Op-Ed in the main print media (New Vision, Daily Monitor, The Observer)</p> <p>Develop a media folder with materials from the partners on</p>	<p>2. Feature article on Heat stress in pigs</p> <p>3. Opinion piece (Op-Ed)</p> <p>4. Media kit</p>	
2. Online media	<p>Share key messages and recommendations from the policy brief using partner social media platforms.</p> <p>Blog post to be shared on partner online platforms</p>	<p>1. Key messages shared online; Twitter, Facebook</p> <p>2. Blog post on partner platforms</p>	ILRI/CIAT
3. Branding	<p>Produce banners for the event venue with event particulars and take away message i.e. <i>Beat the Heat</i></p>	<p>1. PVC banner</p>	Outsourced
4. Photography	<p>Event photography for further use e.g. report writing</p>	<p>5. Event photos</p>	<p>ILRI/CIAT</p> <p>Outsourced</p>

Annex 2

MEDIA ADVISORY

Climate induced heat stress in pigs will require joint action to protect and sustain the pig industry in Uganda for years to come

Golden Tulip Hotel, Kampala, Uganda

8:30am–1:00pm, 10 December 2020

Kampala, Uganda, 10 December 2020 _ Science experts and policy makers will be gathering to discuss important key findings and insights on the impact of heat stress on livestock in Uganda, particularly pigs, as a result of climate change. Focus will be on the challenges as well as opportunities for partnership, coordinated actions and the promotion of coping and adaptation measures to help government and private actors meet the development goal of sustainably empowering farmers and improving their income.

Pig farming is a profitable enterprise in Uganda. However, the pig sector could face substantial disruption as a result of rising global temperatures and humidity. Pigs are particularly vulnerable to these effects due to their smaller lungs and inability to sweat.

Model projections and spatial analysis developed by scientists at the Alliance of Bioversity and CIAT predict that severe heat stress conditions will be dominant throughout the country, with over 120 of Uganda's 134 districts experiencing progressive heat stress conditions in the coming years. Currently, quantitative information on the impact of heat stress on productivity and economic losses is not available in Uganda. In the U.S., however, it is estimated that heat stress in the pig industry is responsible for about US\$1 billion in annual losses.

Policymakers, private sector actors and other stakeholders have a unique opportunity to act early and jointly to support and protect the pig industry by leveraging available and new strategies to mitigate heat stress in pigs.

WHAT: Beating the Heat: Briefing on actions to reduce climate-induced heat stress in pigs in Uganda

WHEN: Thursday, 10 December 2020, 8:30AM – 1:00PM

WHERE: Golden Tulip Hotel, 12B Kafu Road, Kampala, Uganda
Or join virtually:

This event is the first of a multi-stakeholder learning series around livestock and climate change. It is jointly hosted by the Ministry of Agriculture, Animal Industry and Fisheries (MAAIF), Ministry of Environment and Water (MWE), together with the [Alliance of Bioversity International and CIAT](#) and the [International Livestock](#)

[Research Institute \(ILRI\)](#) as part of their [joint country program](#) research to sustainably develop the pig sector in Uganda.

High level attendees will include:

- **Dr. Julius Okello**, Team Leader Delivery Unit, Office of the Prime Minister
- **Hon. Mathias Kasamba**, Member of Parliament of the East African community and Chairman for Agriculture and Natural Resources
- **Dr. Juliet Sentumbwe**, Commissioner Animal Production and Ag. Director Animal Resources, MAAIF

Panel experts include:

- **Dr. Deogracious Wonekha**, Senior Veterinary Officer, MAAIF
- **Mr. Derrick Senyonga**, Senior Climate Change Officer, MWE
- **Ms. Sarah Mujabi**, Program Officer Climate Change, UNDP
- **Dr. Joshua Zake**, Director, Environment Alert
- **Dr. Emma Naluyima**, Chairperson, National Pig Multi-Stakeholder Platform

For more information, please contact:

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Pamela Nabukenya Wairagala (ILRI): +256 776 833 457; pwairagala@cgiar.org

Related reading

- Policy brief: [Reducing climate-induced heat stress in pigs in Uganda: Policy actions \(cgiar.org\)](#)
- Blog: [Taming heat stress – climate change adaptation of pig and dairy sector in Uganda](#)
- Blog on More Pork program: [An integrated package to build stronger market systems in Uganda's Pig Value Chain](#)