



Platform on Communication:
media.eppo.int



Integration of multiple communication channels for effective campaigns

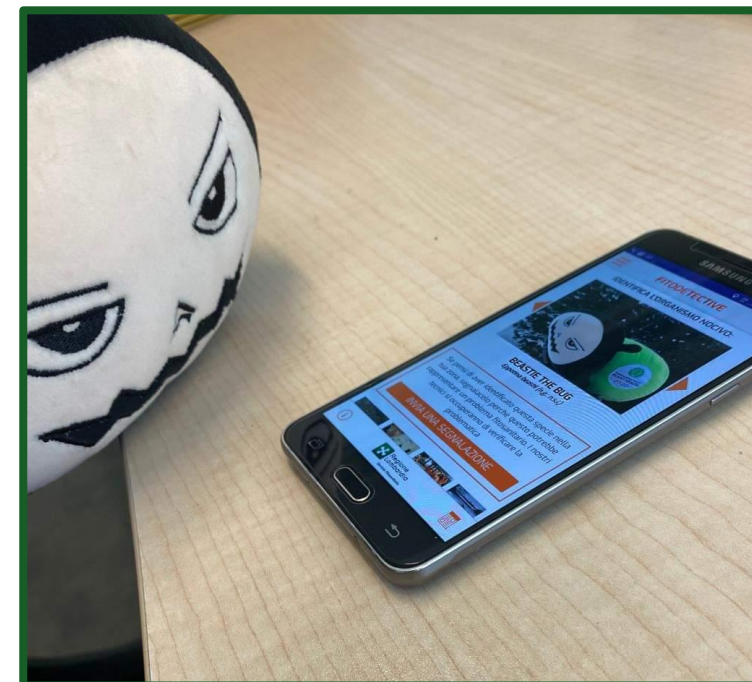
Mariangela Ciampitti NPPO Italy
Plant Protection Service - Lombardy Region

EPPO Webinar on Communication, 04-04-2025

Planning a communication campaign on plant health and plant protection



To plan a communication campaign, consider your goals, target audience, message, timeline and **channels**, and then implement your plan creatively!



2020/2021 Beastie the Bug among the MOST WANTED pests on FitoDetective app

Which communication channels can be used by NPPOs?

The experience of Lombardy Region



Traditional channels:

- Posters, flyers, leaflets and brochure
- Events: conferences and workshops
- Articles in magazines and newspapers
- Email newsletters
- Websites

Other channels:

- Social Media: platforms like Facebook, Instagram, Twitter, LinkedIn
- Video channel
- Online advertising (banner ads)
- Mobile App
- Webinars
- Advertising posters and video in various locations



2016/2017 Don't risk it communication campaign in Malpensa express trains

Channel should be effective at it's time and relevant to convey the specific message



no more audience for local TV stations

no longer need to convey message on pest risk

2008 *Anoplophora chinensis* (Tarlo asiatico) communication campaign on local TV stations



2010-2014 *Anoplophora chinensis* (Tarlo asiatico) communication campaign in Milan Metro



Channel should be effective at it's time and relevant to convey the specific message



Mariangela Ciampitti @pe... · 23 Mar ·
Il Servizio Fitosanitario ha completato il riforestamento della pista ciclabile del Brembo: sono state messe a dimora 500 piante con la collaborazione del vivaio forestale di Curno. Il polmone verde del paese, colpito dal [#Tarloasiatico](#), ricomincia a respirare! [#PlantHealth](#) 🌱



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X (Twitter)
platform



LinkedIn
platform



2025 March the 23rd. Post on replanting activities in *Anoplophora chinensis* outbreak (accessed 03-04-2025)

Publicato da Mariangela Ciampitti · 23/3/2025



Servizio Fitosanitario Regione L...

806 follower

1s · 🌐

500 PIANTE SUL BREMBO 🌱❤️

Continua l'opera di riqualificazione del Servizio Fitosanitario sul territorio di Curno... vedi altro



👍 39

2 commenti · 4 diffusioni post



Consiglia

Commenta

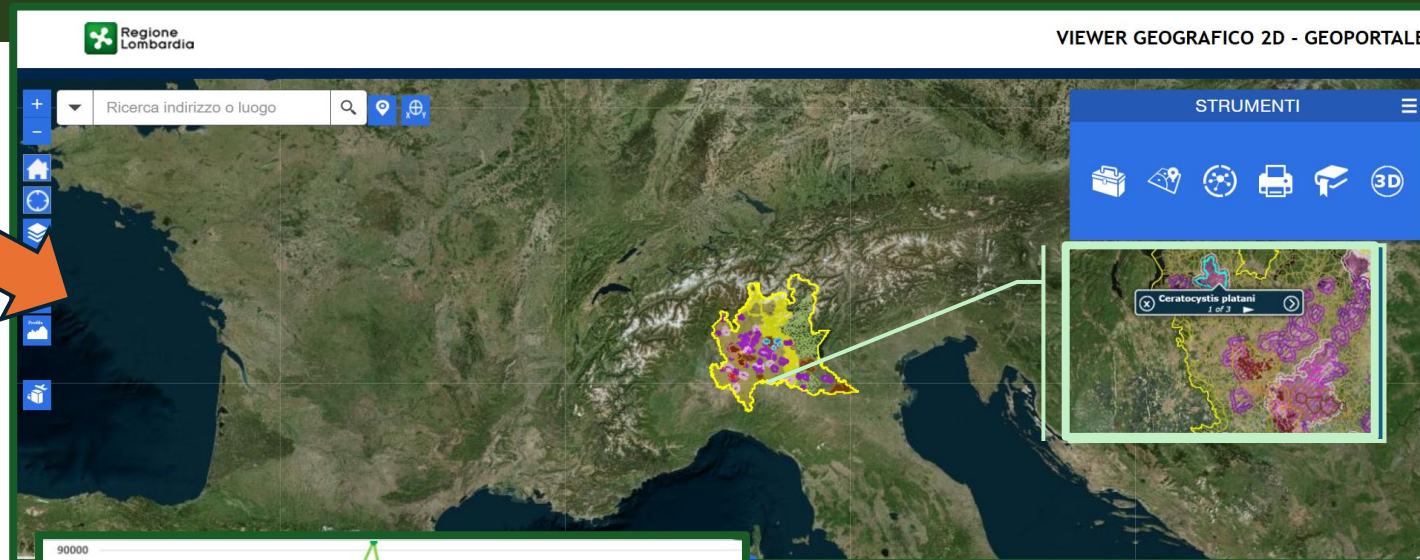
Diffondi il post

Impressioni organiche: 1.117 · Mostra risultati →



Regione
Lombardia
Servizio Fitosanitario

Official website of Plant Protection Service www.fitosanitario.regione.lombardia.it



New online format for reporting neglected vineyards



Link to Geo-portal with phytosanitary requirements

2024. EN version of *Popillia japonica* weekly trend

Website “Plant Health” www.salutepianteinlombardia.it



la salute delle piante

 <p>Cittadini Come controllare parassiti e malattie delle piante di recente introduzione in Lombardia e aiutare a preservare il verde</p>	 <p>Amministrazioni Segnalazioni e autorizzazioni: cosa compete alle amministrazioni comunali</p>	 <p>Scuole Programmi e materiali didattici per comprendere l'importanza della salute delle piante</p>
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For more info:
link to official website



Cocciniglia dai filamenti cotonosi



Tarło asiatico



Cerambycidae dal collo rosso



Platform specifically designed to communicate with citizens, administrations and schools

Citizen science app FitoDetective



For more info on regulations, maps, surveillance and control activities:
link to official website

Social media and testimonial/celebrity



Attenzione!
Evita di far salire Popillia sulla tua auto. Non portarla a casa con te!

Regione Lombardia



Hai Popillia sulle tue piante? Cosa **non** fare

Regione Lombardia



Popillia è in arrivo. Come riconoscerla?

Regione Lombardia



Hai Popillia sulle tue piante? Cosa fare

Regione Lombardia



Ti presento Popillia, scarabeo giapponese

Regione Lombardia



- Link to:
- official website
 - “Plant Health” website
 - FitoDetective
 - info@

Option to include direct links

X, LinkedIn



Instagram, Facebook



Video for video channels/social media/display



Cofinanziato dall'Unione europea
Regione Lombardia
Servizio Fitosanitario

In caso di sospetta presenza inviare una segnalazione al Servizio Fitosanitario
infofito@regione.lombardia.it
 Co-finanziato dal Regolamento UE 2021/690

PER MAGGIORI INFORMAZIONI:



Link to website (QR Code) & Call to action

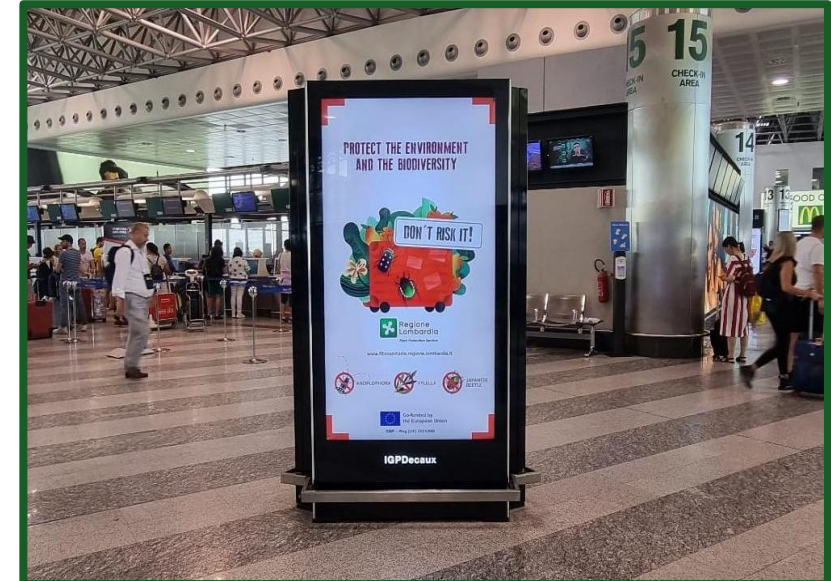
Locations



2019-2020 Don't risk it campaign Milan



2023 Biodiversity Exhibition Milan



2024 Milan Malpensa airport

.... and be creative!

Thanks for your attention!



**ACQUISTA UN REGALO,
NON I SUOI OSPITI**

Piante e semi possono contenere parassiti pericolosi, se li acquisti online richiedi il passaporto delle piante.

TARLO ASIATICO XYLELLA POPILLIA

NON RISCIBARE!

Regione Lombardia Servizio Fitosanitario

An illustration of a woman with dark hair, wearing a yellow top, sitting at a red desk and working on a laptop. The laptop screen shows a beetle. To her left is a potted plant with red flowers and green leaves. A small green insect is flying above the plant. The background is light green with horizontal lines.

Co-finanziato tramite il Regolamento (UE) 2021/690

2022-2024 Communication campaign about online shopping plant pest risk

mariangela_ciampitti@regione.lombardia.it

<https://fitosanitario.regione.lombardia.it>

<https://www.salutepianteinlombardia.it>

@pestsurvey

