

# 2018 WORLD PEST DAY (China) Briefing

The Chinese Pest Control Association

- **Main activities on June 6<sup>th</sup>**

## **Activities in Beijing**

2018 World Pest Day's main Activities were held in Beijing and were co-hosted by Chinese Center for Disease Control and Prevention (CCDC), The Chinese Pest Control Association (CPCA, National Institute for Communicable Disease Control and Prevention (ICDC) and National Key Laboratory for The Prevention and Control of Infectious Diseases in Beijing. More than 300 people attended the festivities, including academicians for agroforestry and infectious diseases, experts on food safety, representatives of private companies, international colleagues, journalists and students.

During the event, academician Xu Jianguo, president of the Chinese pest control association, delivered a keynote speech on controlling pests and ensuring food safety. Meanwhile, the conference had carried out technical forums hosted by a team of experts, which gave science lectures on pest control, live demonstration and media communication of pest control simulation. A series of key laboratory activities were organized, such as science exhibition on harmful biological ecology, monitoring and screening, history exhibition of institute of infectious diseases and experimental observation. In addition, event organizer also carried out educational sessions about the food cultivation and livestock breeding, harvest and storage, transportation and processing of food-related raw materials, the hazards by pest in the process of consumption and integrated pest management, to which the responses are overwhelmingly positive.

## **Activities in other regions in China:**

Before and after Jun 6th, activities were carried out in more than 30 cities, such as Beijing, Shanghai, Tianjin, Chengdu, Chongqing, Nanjing, Fuzhou, Xiamen, Changsha, Xi'an, Taiyuan, Nanchang, Ganzhou, Jining, Dezhou, Dongguan Panjin, Yunnan and other cities. These activities took on various forms, such as press conference, special science exhibition, science lecture halls in communities and schools, free pest control and cleaning services to elderly people live in solitude, and even a pest-themed board game was created for the occasion. Local enthusiasm and level of participation were very high.

- **World Pest Day Promotion**

### **1 Promotion by the Media**

World Pest Day was promoted through public WeChat IDs, Weibo, E-mails, WeChat groups, QQ spaces, telephone calls, websites, and conferences. The World Pest Day LOGO, posters, anime short and other materials were provided via free download. A well-followed WeChat IDs published about 50 articles on "World Pest Day". More than 20 regional CDCs, public WeChat IDs for about 30 companies, websites, and various magazines published articles that received a lot of attention. All parts of the country shared CPCA-Designed promotional materials, such as "World Pest Days" poster, "From the farm to the table –A Pest Story" poster, and "World Pest Day" brochure. In the "I speak for the World's Pest Day" campaign, more than 5,000 people participated in the campaign.

### **2 Newspaper, websites, broadcast, radio and television stations**

More than 80 media members participated in reporting World Pest Day across the country, including People's Daily, China Daily, Guangming Daily, Economic Daily, Science and Technology Daily, China Radio International, Beijing

Traffic Radio, National Health Committee, People's Health Channel, Xinhua News, China News, China Net, Health News, Beijing Morning Post, Beijing Daily, Sina Health, Today's Headlines, Phoenix, Qianlong, Reference News, People's Daily, Xinhua, Sohu, China.com, Changsha Evening News, Dezhou Daily, Sichuan News, Sichuan TV, Hunan TV, Dongguan TV, and Jiangsu TV. On June 6th at the main event in Beijing, Sina network broadcasted the event live and received about 230,000 views on the day.

### **3 Subway & community advertisements**

The World Pest Day public announcement advertisement was on display in 100 subway stations in Tianjin for 30 days, which has ridership about 15 million people.

About 500 local communities posted posters to promote World Pest Day, reaching approximately 3 million people.

**For more details, please check "World Pest Day Zone" on [www.cPCA.cn](http://www.cPCA.cn) .**