

What a website on biosecurity should include?

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Introduction & objectives

- Internet is a great source of information - It is easy to access and continuously available, but users must be cautious about the validity of information.
- There are websites focusing on biosecurity, but to our knowledge the issue of a good biosecurity website has not been studied previously.
- In general, useful features of a website include clear identity, simple and aesthetic design, user-friendliness, sufficient, relevant, and well-organized content that is presented in an engaging/motivating way.

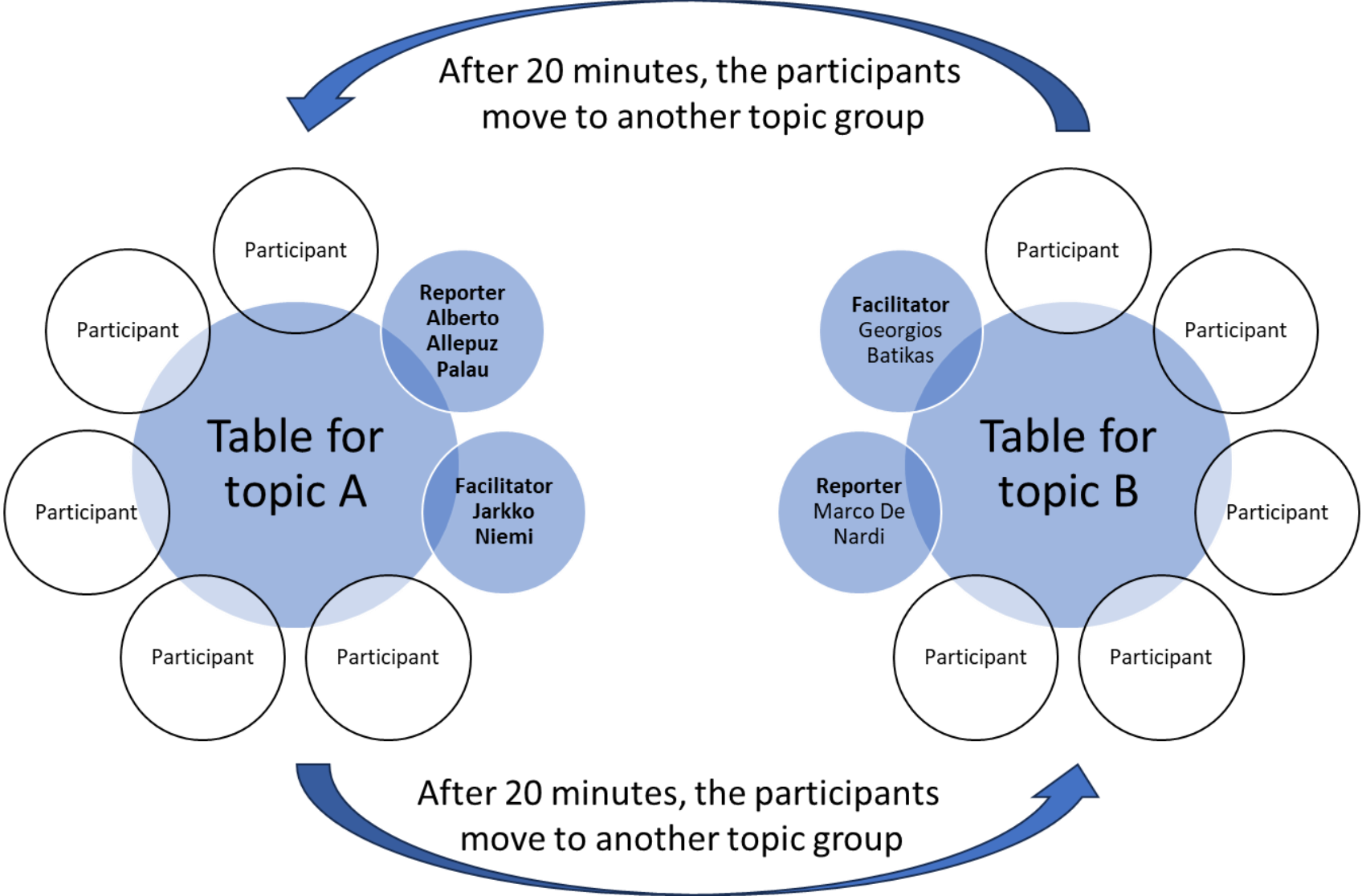


The aim was to gain understanding of what is a 'good' biosecurity website for farmers and private veterinarians and to what extent current websites meet the proposed features of a good website.

Material & methods

1. The World Café method was used to identify what is required from a good biosecurity website (Padua 2024).
2. Existing biosecurity websites were identified by a survey (in 2023, N=61 websites) and by a large language model (ChatGPT 3.5, N=102 websites). After excluding invalid and including valid websites (N=49), existence of certain list of features on the 49 websites was reviewed.
3. The features of existing websites were compared with the desirable features identified by the World Café **to highlight development needs** such as providing information systematically, adapting the contents to local context, being user-friendly and up-to-date.

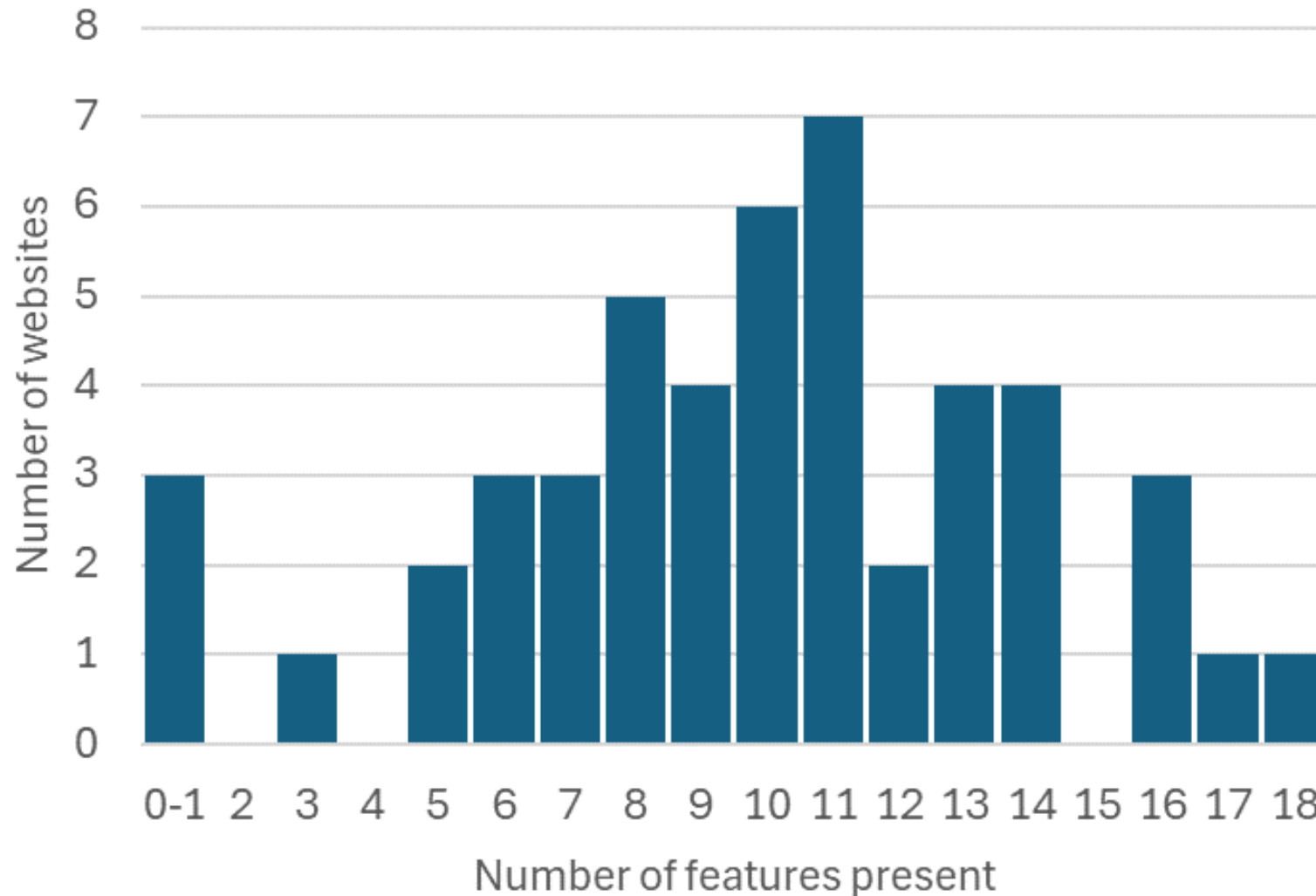
World Café



Information needed on a biosecurity website according to the World Café results

Priority rank	Topic
1	Practical applications
2	Information on biosecurity legislation
3	Resource repository for biosecurity in various production systems
4	Disease information
5	Effective veterinarian-farmer communication guide
6	Training resources
7	News
8	Expert directory
9	Questions & Answers (Q&A)
10	Costs and benefits
11	Sponsored content as part of website's financial viability
12	Postings

Distribution of the number of features present on reviewed websites



Conclusions

- An economically sustainable, easily accessible “good” website would possess several features and validated content, and in particular
 - Practical applications
 - Information resources
 - An effective guide to communicate on biosecurity,
- The current websites vary in terms of comprehensiveness.
- Potential for improvement exists especially in relation to adding a communication guide, information on costs and benefits.



BETTER

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Thank you for your attention!