



Stakeholders' perspectives on communicating biosecurity to encourage behaviour change in farmers

Sebastián Moya Durán, Kate Lamont, Marnie L Brennan, Alberto Allepuz, Lena-Mari Tamminen, Giovanna Ciaravino, Maria Rodrigues Da Costa, Carla Correia-Gomes, Murat Dogusan, Teresa Imperial, Daniele De Meneghi, Ilias Chantziaras and Alison Burrell (Miroslav Kjosevski and Helena Ferreira)

BETTER COST Meeting 4-5 February 2025 –
Skopje, Macedonia

INITIAL PLAN (Last Meeting in Barcelona)

Manuscript Submission Deadline 26 January 2025

- Authors (including co-authors) and their roles
- Facilitators and note-takers
- Type of article and target journal

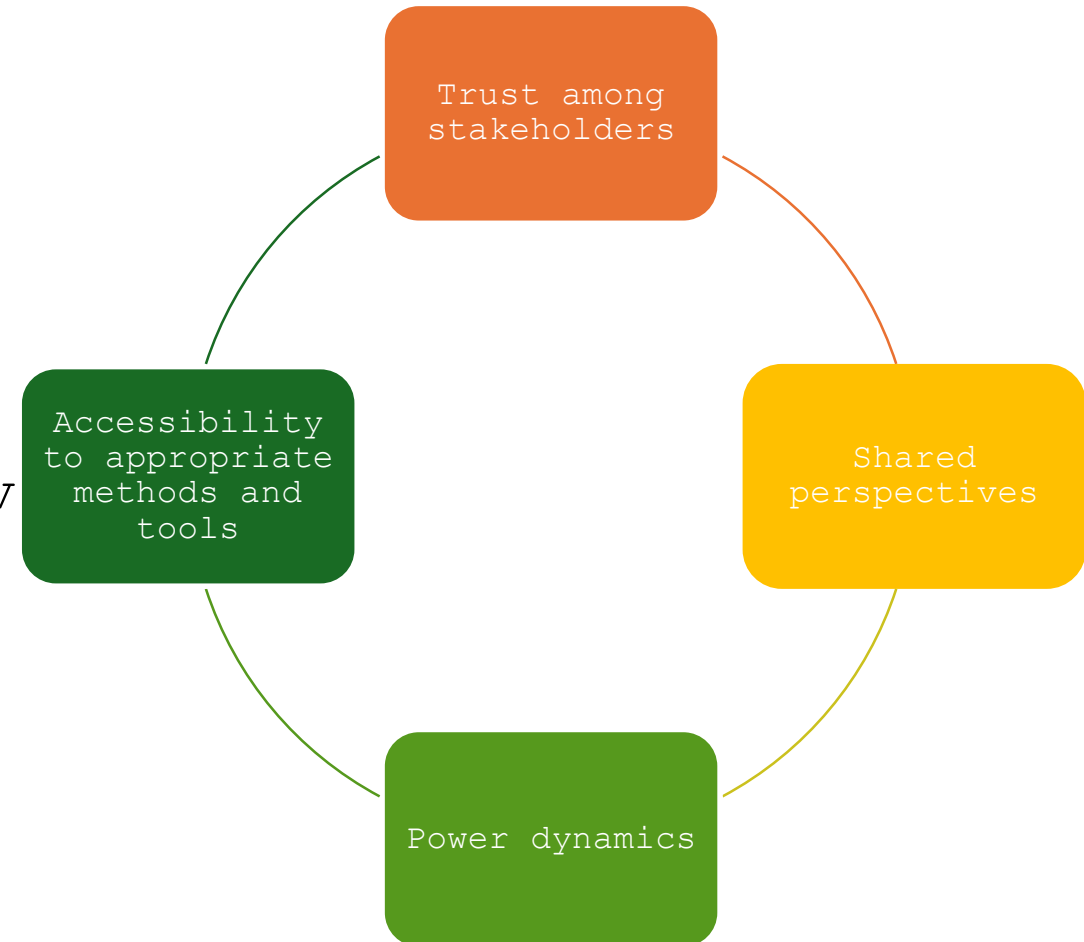


Brief Research Report

Brief Research Report articles present original research and/or preliminary findings in a more succinct way, and with fewer details, than Original Research articles. Additionally, in line with the Frontiers ethos of publishing scientifically-sound discoveries, Brief Research Reports also encourage submission of negative results and may report on the non-reproducibility of previously published results. Brief Research Reports articles are peer-reviewed, have a maximum word count of 4,000 and may contain no more than 4 Figures/Tables. Authors are required to pay a fee (B-type article) to publish a Brief Research Report. Brief Research Report articles should have the following format: 1) Abstract, 2) Introduction, 3) Method, 4) Results, 5) Discussion. Supplementary material may be included with Brief Research Reports.

BACKGROUND

- Communication
- Top-down approach vs. collaborative approach
- Farmers, veterinarians and other stakeholders

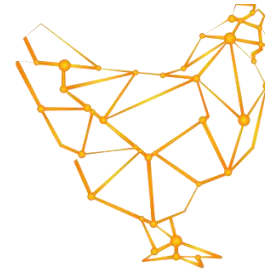


OBJECTIVE

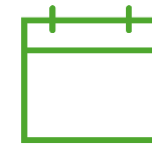
To explore the perspectives of researchers, official services, and industry on the communication methods preferred by farmers when interacting with various on-farm stakeholders, with the goal of proposing innovative communication strategies to promote behavioural change in biosecurity practices

METHODS

- A prior survey (n=51)
- Padua (6-7/02/24) : Focus groups (n=54)
- Content analysis

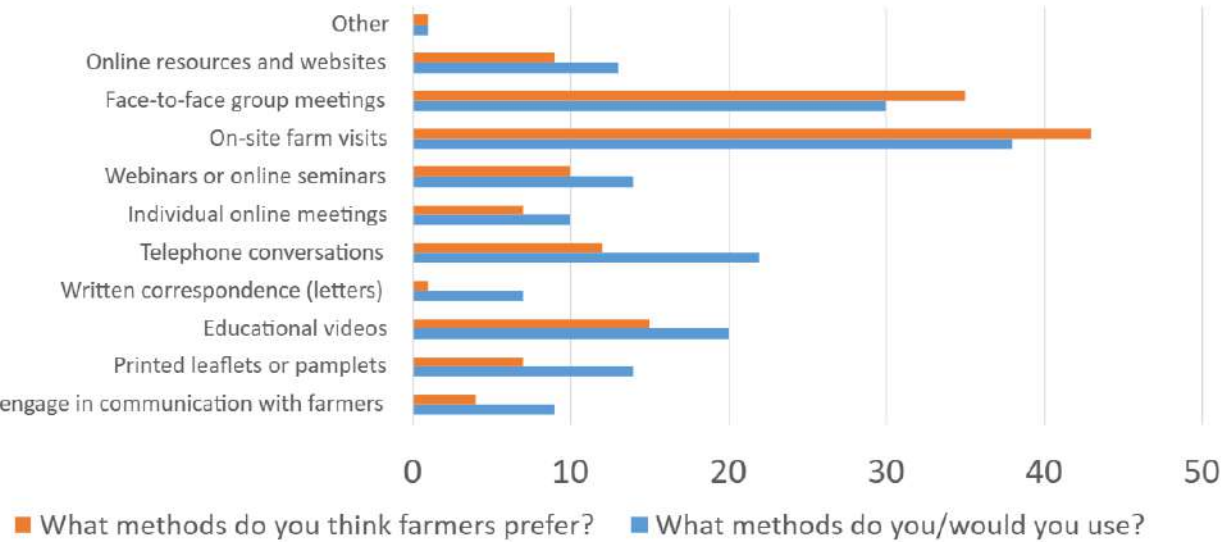


NetPoulSafe



RESULTS

Communicating with farmers



Survey findings from key questions				
	What methods do you think farmers prefer?		What methods do you/would you use?	
	n	%	n	%
Other	1	1%	1	1%
Online resources and websites	9	6%	13	7%
Face-to-face group meetings	35	24%	30	17%
On-site farm visits	43	30%	38	21%
Webinars or online seminars	10	7%	14	8%
Individual online meetings (1-1)	7	5%	10	6%
Telephone conversations	12	8%	22	12%
Written correspondence (letters)	1	1%	7	4%
Educational videos	15	10%	20	11%
Printed leaflets or pamphlets	7	5%	14	8%
I do not engage in communication with farmers	4	3%	9	5%

RESULTS

Details of focus groups and materials used for analysis							
Focus group (FG)	Group member composition in the focus group discussions			Materials utilized during the focus group discussions			
	Facilitators (*) and note-takers	Number of participants	Gender distribution of participants	Post-it notes	Flipcharts	Discussion group notes	Plenary presentations
FG1: Official services and industry	AB*, CG	9	6F/3M	Yes (Q2) No (Q1, Q3-4)	Yes (Q3-4) No (Q1-2)	Yes	Yes
FG2: Researchers	DM*, HF, IC, NC	12	6F/6M	Yes (Q1-4)	No (Q1-4)	Yes	Yes
FG3: Researchers	AA*, MB, SM	16	5F/11M	Yes (Q2-4) No (Q1)	No (Q1-4)	Yes	Yes
FG4: Researchers	MK*, LT	17	6F/11M	No (Q1-4) **	Yes (Q2) No (Q1, Q3-4)	Yes	Yes

F: Female, M: Male, Q: Questions, **: At least for one question, they were used but were not found for analysis

RESULTS

Effective methods
for communicating
biosecurity
messages to
farmers

Designing an
optimal
communication
system to promote
behavioural change

Measuring the
success of
biosecurity
communication
programmes

RESULTS

Effective methods
for communicating
biosecurity
messages to
farmers

Direct interaction and
practical learning

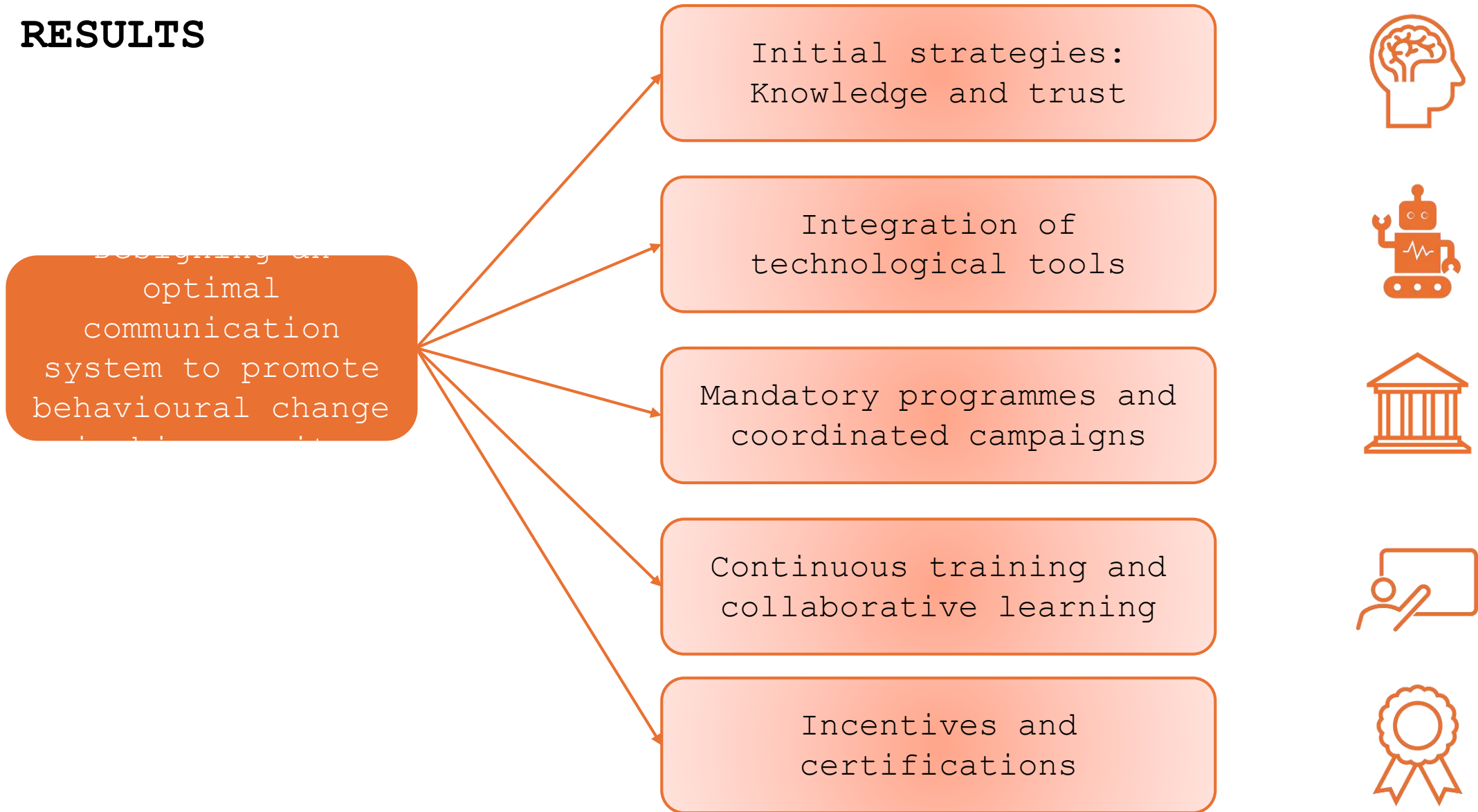
Audiovisual media and
support materials

Importance of
personalisation and
coordination

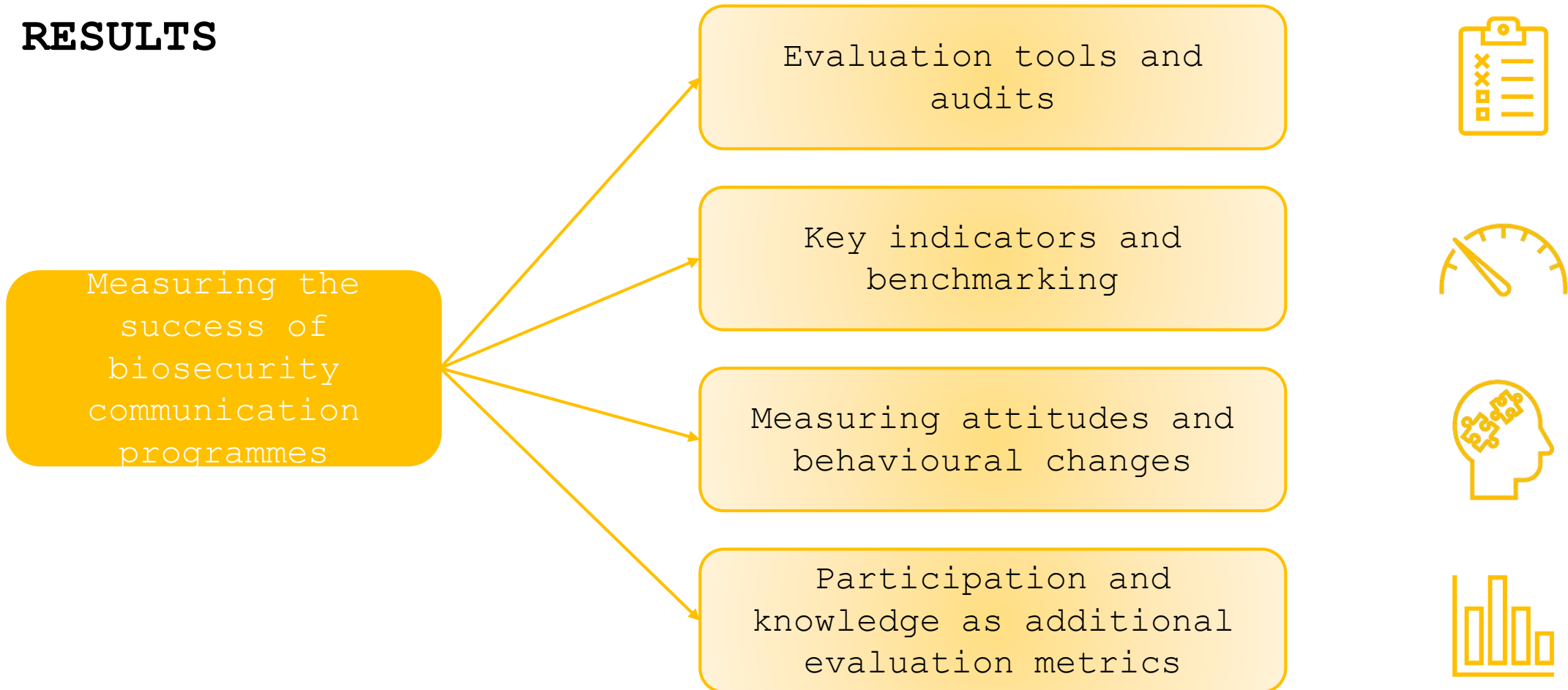
Challenges and innovative
solutions



RESULTS



RESULTS



DISCUSSION

Divergences in knowledge
Lack of clarity regarding the type of training



Effective methods for communicating biosecurity messages to farmers

Designing an optimal communication system to promote behavioural change

Measuring the success of biosecurity communication programmes



Inspection vs. support
Co-creation
Contextualised messages
Appropriated channels



Self-assessment vs. checklists
Reflective (critical) component

CONCLUSIONS

- Initial exploration of the perspectives of researchers, official services, and industry on communication.



- The need for collaborative, personalised, and sustainable approaches to biosecurity communication.



- Although researchers can provide insights and serve as a reference point, biosecurity communication should be primarily be informed by the perspectives of stakeholders involved in livestock farming.



**THANK YOU FOR
YOUR ATTENTION**



Stakeholders'
perspectives on
communicating
biosecurity to
encourage behaviour
change in farmers

Sebastián Moya Durán, Kate Lamont, Marnie L Brennan, Alberto Allepuz, Lena-Mari Tamminen, Giovanna Ciaravino, Maria Rodrigues Da Costa, Carla Correia-Gomes, Murat Dogusan, Teresa Imperial, Daniele De Meneghi, Ilias Chantziaras and Alison Burrell (Miroslav Kjosevski and Helena Ferreira)

BETTER COST Meeting 4-5 February 2025 –
Skopje, Macedonia