Dairy farmer behaviour in infectious disease control

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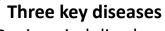*Naomi.Prosser@nottingham.ac.uk

Current disease prediction models do not account for the dynamic, reactive and heterogeneous response of farmers to the risk of infection

Aims

- Investigate farmers' psychosocial belief and attitude distributions, and the relative importance of these on farmer decisions about disease control
- Estimate parameter distributions for the most important attributes to put into disease prediction models
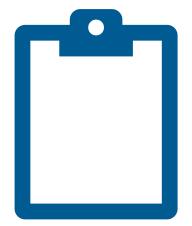
Three key diseases
Bovine viral diarrhoea
Foot-and-mouth disease
Bovine tuberculosis

Focus groups
3 groups
Feb 2020
Identify attributes to include in the survey

Survey
Send to 5,000 farmers
2020
Assess farmer attributes, beliefs and practices for disease control

Elicitation interviews
80 per disease
2021
Estimate important parameter distributions for farmer decisions about disease control

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