



Farmer psychosocial beliefs and attitudes in infectious disease control decisions

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Disease control in cattle is largely farmer-led but disease prediction models do not account for the dynamic, reactive and heterogeneous response of farmers to the risk of infection.



Project Aims

- Investigate the psychosocial belief and attitude distributions of UK farmers, and the importance of these on their disease control decisions.
- Estimate parameter distributions for the most important attributes for inclusion in disease prediction models.

Three key diseases
 Bovine viral diarrhoea
 Foot-and-mouth disease
 Bovine tuberculosis

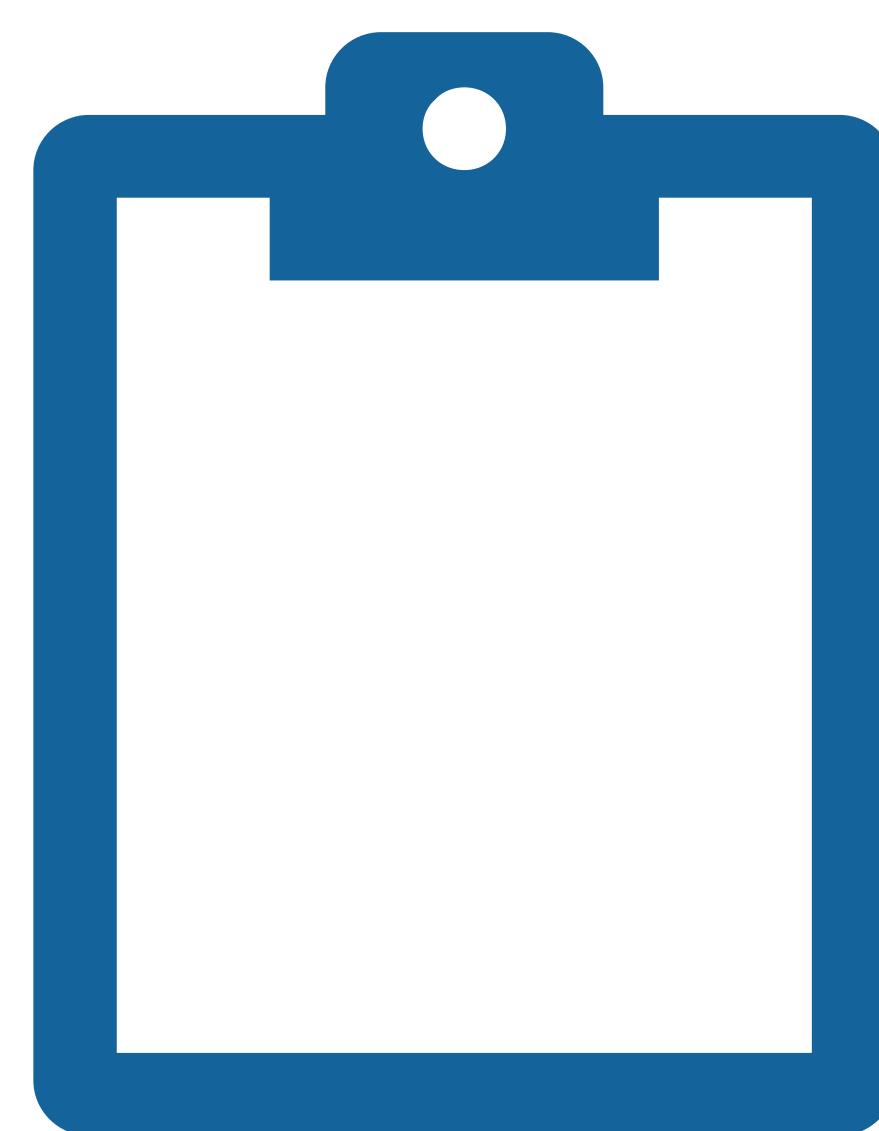
Methods



Focus groups

4 groups (24 farmers)

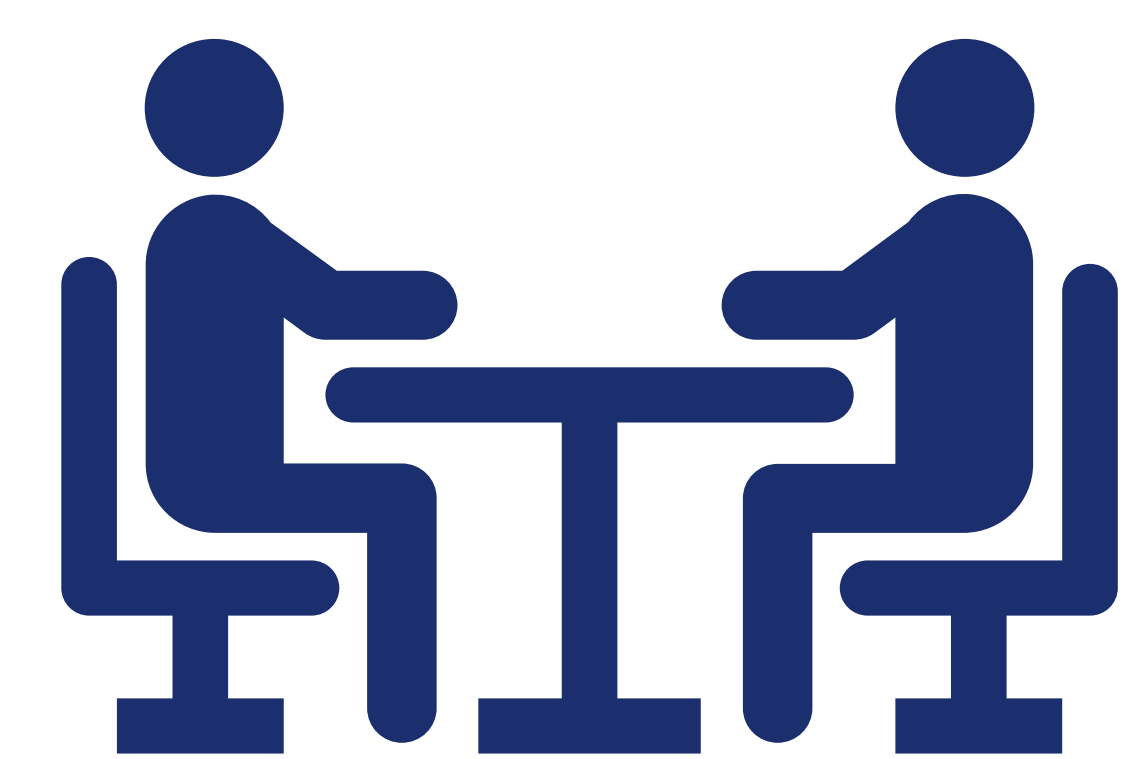
Identified attributes to include in the survey.



Survey

475 farmers

Assessed farmer attributes, beliefs and practices for disease control.



Elicitation interviews

Estimate important parameter distributions for farmer decisions about disease control to put into disease models.

Acknowledgements

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Participating farmers and veterinary practices

Cattle interest organisations involved in survey promotion