Motivations for and Experiences of Disease Control on Scottish Beef Farms





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Aims

To explore:

- motivations of Scottish beef farmers to disease control
- the role of vets in facilitating behaviour change

Methods: Semi- structured interviews



Interviews were recorded, transcribed and thematically analysed using NVivo 12.

Results

A complex web of factors serves to motivate beef farmers to raise healthy productive cattle.

Farmers say:

it's still just through general conversation - if the vet is here treating an animal he'll maybe say "you could do this" and he'll leave it with you to think about it for a while.

we have an afternoon
where we sit at the
computer and fill
everything in and discuss
how we prevent disease,
how we deal with our
biosecurity etc.

we're lucky with our local practice they're very good at being proactive... giving us the tip off about something that we might need to change.

Quality improvement Fear of **Expectations** disease of customers outbreaks **Animal** health and welfare Intrinsic **Economic** motivation factors Social and cultural norms

different clients respond to different things and I think the real challenge for us health planning is the formal 'one size fits all' tends not to fit many of

them and finding a way to work with them as individuals.

I get very frustrated that a lot our advice is not taken, so maybe that's our fault, maybe we're not good at giving the advice.

Vets say:

we would like to do more health plans... to have more of a conversation like this with our clients... an hour sitting down with a cup of tea.



Ad hoc, informal 'cowside' conversations

The continuum of vet discussions with farmers about making disease control changes

Formal health planning



Conclusions

Different farmers have different attitudes and understanding about what is possible in terms of preventing and controlling disease: some prioritise prevention while others are more reactive, dealing with disease when it occurs.

Vets can be frustrated when farmers do not engage and need tools to aid communication with and motivation of farmers for disease control.

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Further information on this work is available from:

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Map: https://www.aiace.uk/groups/scotland/ Photo by Annie Spratt on Unsplash: https://images.unsplash.com/photo-1504868501898-007584e184a5?ixlib=rb-1.2.1&q=85&fm=jpg&crop=entropy&cs=srgb&dl=annie-spratt-367924-unsplash.jpg