



Psychosocial factors associated with bovine viral diarrhoea control

Naomi Prosser¹, Martin Green¹, Eamonn Ferguson², Michael Tildesley³, Edward Hill³, Matt Keeling³, Jasmeet Kaler¹

¹School of Veterinary Medicine and Science, University of Nottingham, Sutton Bonington Campus, Leicestershire, LE12 5RD, ²School of Psychology, University Park, University of Nottingham, Nottingham, NG7 2RD, ³Zeeman Institute (SBIDER), Mathematics Institute, University of Warwick, Coventry, CV4 7AL

We investigated how psychosocial factors were associated with farmer bovine viral diarrhoea (BVD) control behaviours






- Survey completed by 475 UK cattle farmers
- Multiple validated measures to assess psychosocial & behaviour change factors:
 - Altruism
 - Trust
 - Psychological proximity (feeling close to another person)
 - Behaviour change factors from COM-B theoretical framework
- Latent class analysis to group farmers by BVD control behaviours
- Multinomial logistic regression to test for associations between the psychosocial & behaviour change factors & BVD control classes



Many psychosocial & behaviour change factors were associated with BVD control - these have implications for achieving BVD control & eradication

Farmer split into 5 BVD control classes:

Associated factors:

	Do nothing	Baseline comparison group in multinomial model
	Vaccinate	<ul style="list-style-type: none"> • Motivated to control disease
	Take care introducing new cattle Buy from BVD-free herds & test/isolate on arrival	<ul style="list-style-type: none"> • Farming community-minded & trusting
	Do many things Take care introducing new cattle Vaccinate Keep cattle separate from other cattle	<ul style="list-style-type: none"> • Feels close to vet • Does not trust other farmers • Motivated to control disease
	Separate herd Closed herd Keep cattle separate from other cattle	<ul style="list-style-type: none"> • Does not trust other farmers • Understands how & why to control disease • Enough time & money to control disease

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