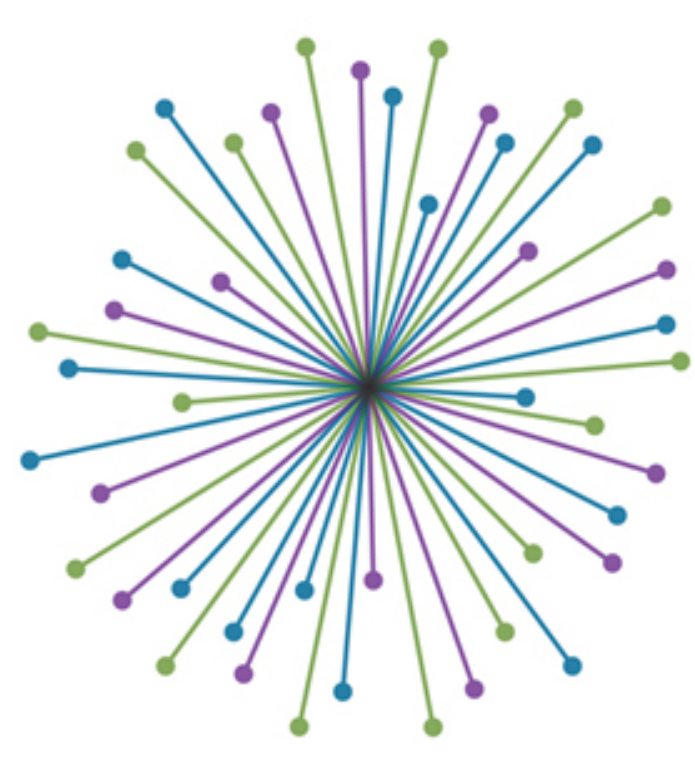




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# GB dairy farmers' motivators and barriers to implementing vaccination strategies

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## Introduction

- Combined with biosecurity, vaccination is an important tool in the fight against infectious disease
- There is a current lack of published literature investigating why British dairy farmers do or do not vaccinate their cattle
- There are no compulsory vaccination schemes in Great Britain (GB)
- In GB there are 35 licensed vaccines available for 18 viral, bacterial, fungal and parasitic infections (NOAH, 2014)
- It is important to understand people's attitudes, motivators and barriers in order to understand their decision-making

## Aim

- To identify the motivators and barriers of dairy farmers to implementing vaccination strategies in order to better understand their decision making

## Methods

- Random selection of 24 dairy farmers from British levy board database
- Qualitative, semi-structured interviews undertaken with farmers from organic and conventional herds of various sizes from across Great Britain
- Interview transcripts analysed by Thematic Analysis (Braun and Clark, 2006)

## Results

Five main themes were elicited from the data

### Outside Influences

"Well presumably the companies that make them [laughs] seriously influence the vet. Having been in the surgery one day when some rep turns up in a top of the range Audi [laughs]." (Farmer 1)

### Disease Control

"I could have bought like 20 Guernsey cows to really improve my herd...but the vet said 'You don't know what the issues of disease control are or if they've had it, have they vaccinated against it?' I lost out on a lot of decent animals I could have got that day for peanuts, but hey that was it." (Farmer 4)



Photo courtesy of Jen Marsh

### The Vaccine

"Multi-injections, as in one does all. That would obviously be a benefit because every time we get the cows out, it's a stress." (Farmer 5)

### The Veterinary Surgeon

"If a farmer has a problem he'll go to his vet, and obviously if the vet thinks that that problem can be solved by a vaccine he'll need to advise you to go down that way." (Farmer 2)

### The Farm and Farmer

"Obviously, with being a closed herd, touch wood again, you would like to think it limits the risk of introducing any unwanted diseases into the herd, basically." (Farmer 3)

## Key messages

- Dairy farmers' decision making in relation to vaccination strategies is complex, varied and subject to many factors such as farm size, location and biosecurity status
- The veterinary surgeon is an important facilitator for farmers making decisions about vaccination
- There is a range of perceived motivators and barriers to farmers implementing vaccination strategies on their dairy farms

References NOAH, 2014. The NOAH Compendium [online]. The National Office of Animal Health, <http://www.noahcompendium.co.uk>, last accessed 13/01/2014; Braun, V., Clarke, V., 2006. Using thematic analysis in psychology. *Qualitative Research in Psychology* 3, 77-101.

Acknowledgements We are grateful to the farmers for their participation and to DairyCo, the CEVM and The University of Nottingham for funding this research.

