



**81** Research paper

**Evaluation of two communication strategies to improve udder health management** by Jansen, J., Renes, R.J. and T.J.G.M. Lam  
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in **Significant Impact Group(s)**: Pathogen management \  
Managing sick animals \ Targeted use of antibiotics ; Biosecurity

Species targeted: Dairy;

Age: Adult;

Outcome Parameter(s): improve udder health management; incidence of clinical mastitis; bulk milk somatic cell count (BMSCC)

**Summary:** This study shows that communication strategies to change farmers' management practices can be improved when both the aim of the strategy and farmers' motivational differences to work on udder health are taken into account. When aiming at complex issues such as udder health, the traditional central route using educational tools seems to be effective in reaching the motivated farmers. In addition to the central route, the peripheral route can be applied to influence farmers' behavior by including implicit persuasion techniques instead of arguments in campaigns. This route is especially effective for single management practices and when aiming at a less complicated message. To reach as many farmers as possible, both communication strategies should be used. The communication strategies described in this paper are examples of how management practices to control mastitis can be effectively communicated to farmers, which can be used in optimizing future programs to control and prevent diseases.

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**Where to find the original material:**

<https://www.sciencedirect.com/science/article/pii/S0022030210715034>;

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