



242 Research report

Exploring Attitudes and Beliefs towards Implementing Cattle Disease Prevention and Control Measures: A Qualitative Study

by Brennan, M.L., Wright, N., Wapenaar, W., Jarratt, S., Hobson-West, 2016 *Animals* 6: 61

In Significant Impact Groups:

Biosecurity \Internal biosecurity People Precision Livestock

Species targeted: Dairy;

Age: Adult;

Summary:

Further understanding of why dairy farmers do not engage in disease prevention and control strategies (biosecurity) is required. Using semi-structured interviews informed by a health psychology approach with 25 dairy farmers, a number of barriers, such as disease testing inaccuracies, types of disease transmission, perceived lack of risk and effectiveness of measures, were identified. Motivators included being advised to undertake measures by veterinarians, and the increased threat and severity of the disease in focus. These results suggest there is an advantage to farm advisors and herd health professionals understanding and working with the beliefs of individual dairy farmers to target appropriate communication and advice strategies relating to biosecurity recommendations.

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Where to find the original material:

<https://www.mdpi.com/2076-2615/6/10/61>; <http://doi.org/10.3390/ani6100061>

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