



318 Research paper

**Perceptions, circumstances and motivators that influence implementation of zoonotic control programs on cattle farms**

by Ellis-Iversen, J., Cook, A.J.C., Watson, E., Nielsen, M., Larkin, L.,  
2010 Preventive Veterinary Medicine 93: 276-285

In **Significant Impact Groups:**

AMU reduction strategies \

Species targeted: Dairy;Beef;

Age: Not stated;

**Summary:**

The implementation of disease control programs on farms requires an act of behavioral change. Interviews were conducted with 43 farmers in England and Wales with the objective to explore the perception of responsibility for zoonotic control among cattle farmers and identifying barriers that influence the implementation of control programs. Younger farmers and/or larger herds were more likely to place financial responsibility upon the industry rather than government. In general, attitudes towards zoonotic control were positive, but approximately half the farmers showed no intent to control. The remaining farmers showed intent to control, but had not implemented any structured control program due to external barriers including lack of knowledge and both cultural and economic pressure from society and industry. Farmers with no intent to adopt control measures identified their private veterinarian as the preferred motivator, whereas consumer-demand and financial rewards or penalties were significantly associated with farmers who intended to control.

*318 Research paper - Ellis-Iversen - 2010 - Perceptions circumstances and motivators that influence implementation of zoonotic control programs on cattle farms*

**Where to find the original material:**

<http://dx.doi.org/10.1016/j.prevetmed.2009.11.005>; <http://dx.doi.org/10.1016/j.prevetmed.2009.11.005>

Country: UK