



331 Research paper

Social influences on the duration of antibiotic treatment of clinical mastitis in dairy cows

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In Significant Impact Groups:

AMU reduction strategies \ Prudent use AB

Species targeted: Dairy;

Age: Adult;

Summary:

The aim of this study was to explore the social factors influencing farmers' decision-making on the duration of antibiotic treatment of clinical mastitis. Extended treatment is perceived as part of the social norm of "being a good farmer." The participants' perception was that mastitis is not treated "thoroughly" if clinical symptoms were still visible at the time of cessation of treatment. Groups with whom the farmer identifies and regularly communicates face to face, such as other farmers, the herd veterinarian, and other farm advisors, confirm the farmer's judgment on extending treatment and influences him or her toward socially accepted behavior. Legislation may reduce antibiotic usage, if doable and controllable. Evidence-based information on treatment efficacy or practical on-farm decision support indicating when to end treatment may be able to change social norms of "thorough" treatment, especially when communicated by a group such as veterinarians.

331 Research paper - Swinkels - 2015 - Social influences on the duration of antibiotic treatment of clinical mastitis in dairy cows

Where to find the original material:

<https://www.sciencedirect.com/science/article/pii/S0022030215000879>; <http://dx.doi.org/10.3168/jds.2014-8488>

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