

MOTIVATING CHANGE: INCLUDE MOTIVATION AND BEHAVIOR CHANGE WHEN IMPROVING ANIMAL HEALTH

***EXPLORING THE CORE PRINCIPLES OF HUMAN BEHAVIOR AND
DECISION-MAKING IN THE CONTEXT OF ANIMAL HEALTH***

Jolanda Jansen, PhD MSc.

Animal Health Canada, Forum September 24th , 2025



JOLANDA JANSEN, PhD, MSc



CHALLENGING TIMES





IT'S ALL ABOUT OUR MINDSET

YES, BUT.....



SO, WHAT...

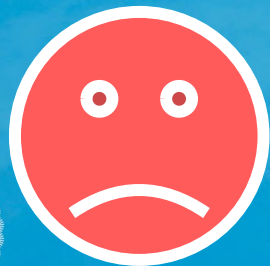


**What do old folks do
when it rains?**

**What do kids do
when it rains?**



IT'S ALL ABOUT OUR MINDSET



REACTIVE



CREATIVE



KEY POINTS

- What is the mindset regarding disease prevention?
- What do we currently do as policymakers/advisors?
- What could we learn from social psychology?
- How to apply that in our communication with farmers?



MUCH EVIDENCE ON ‘HUMAN FACTOR’



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Invited review: Determinants of farmers’ adoption of management-based strategies for infectious disease prevention and control

Caroline Ritter,^{*1} Jolanda Jansen,[†] Steven Roche,[‡] David F. Kelton,[‡] Cindy L. Adams,[§] Karin Orsel,^{*} Ron J. Erskine,[#] Geart Benedictus,^{||} Theo J. G. M. Lam,[¶] and Herman W. Barkema^{*}

^{*}Department of Production Animal Health, Faculty of Veterinary Medicine, University of Calgary, 2500 University Dr., Calgary, AB, T2N 1N4, Canada

[†]St. Anna Advies, 6525 ZM Nijmegen, the Netherlands

[‡]Department of Population Medicine, University of Guelph, 50 Stone Rd., Guelph, ON, N1G 2W1, Canada

[§]Department of Veterinary Clinical and Diagnostic Sciences, Faculty of Veterinary Medicine, University of Calgary, 2500 University Dr., Calgary, AB, T2N 1N4, Canada

[#]Department of Large Animal Clinical Sciences, Michigan State University, East Lansing 48824

^{||}Benedictus Advies, 8501 NC Joure, the Netherlands

[¶]Department of Farm Animal Health, Faculty of Veterinary Medicine, Utrecht University, Yalelaan 7, 3584 CL Utrecht, the Netherlands



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Understanding farmers’ and veterinarians’ behavior in relation to antimicrobial use and resistance in dairy cattle: A systematic review

S. Farrell,¹ C. McKernan,² T. Benson,³ C. Elliott, and M. Dean^{*}

^{*}Institute for Global Food Security, School of Biological Sciences, Queen’s University Belfast, 19 Chlorine Gardens, Belfast BT9 5DL, United Kingdom



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Invited review: Examining farmers’ personalities and attitudes as possible risk factors for dairy cattle health, welfare, productivity, and farm management: A systematic scoping review

F. Adler,^{1*} R. Christley,² and A. Campe¹

¹Department of Biometry, Epidemiology and Information Processing, WHO Collaborating Centre for Research and Training for Health at the Human-Animal-Environment Interface, Buenteweg 2, D-30559 Hannover, Germany

²Institute of Infection and Global Health, University of Liverpool, Liverpool L69 3BX, United Kingdom



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Factors influencing dairy farmers’ antibiotic use: An application of the COM-B model

Sarah Farrell,^{1*} Tony Benson,¹ Claire McKernan,¹ Áine Regan,² Alison M. G. Burrell,³ and Moira Dean¹

¹Institute for Global Food Security, School of Biological Sciences, Queen’s University Belfast, 19 Chlorine Gardens, Belfast BT9 5DL, United Kingdom

²Department of Agri-Food Business and Spatial Analysis, Rural Economy Development Programme, Teagasc, Mellows Campus, Athenry, H65 R718, Ireland

³Animal Health Ireland, 2–5 The Archways, Carrick-on-Shannon, Co. Leitrim, N41 WN27, Ireland

Understanding Farmers’ Behavior and Their Decision-Making Process in the Context of Cattle Diseases: A Review of Theories and Approaches

Marit M. Biesheuvel^{1*}, Inge M. G. A. Santman-Berends², Herman W. Barkema¹, Caroline Ritter³, John Berezowski⁴, Maria Guelbenzu⁵ and Jasmeet Kaler⁶

¹ Department of Production Animal Health, Faculty of Veterinary Medicine, University of Calgary, Calgary, AB, Canada,

² Research and Development Epidemiology, Royal GD, Deventer, Netherlands, ³ Department of Health Management, Atlantic



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 Joel Fernando Soares Filipe,
 University of Milan, Italy

REVIEWED BY

A scoping review of knowledge, attitudes, and practices in swine farm biosecurity in North America

Maurice G. Charbonneau¹, Daria N. Makov², Galin Yordanov³

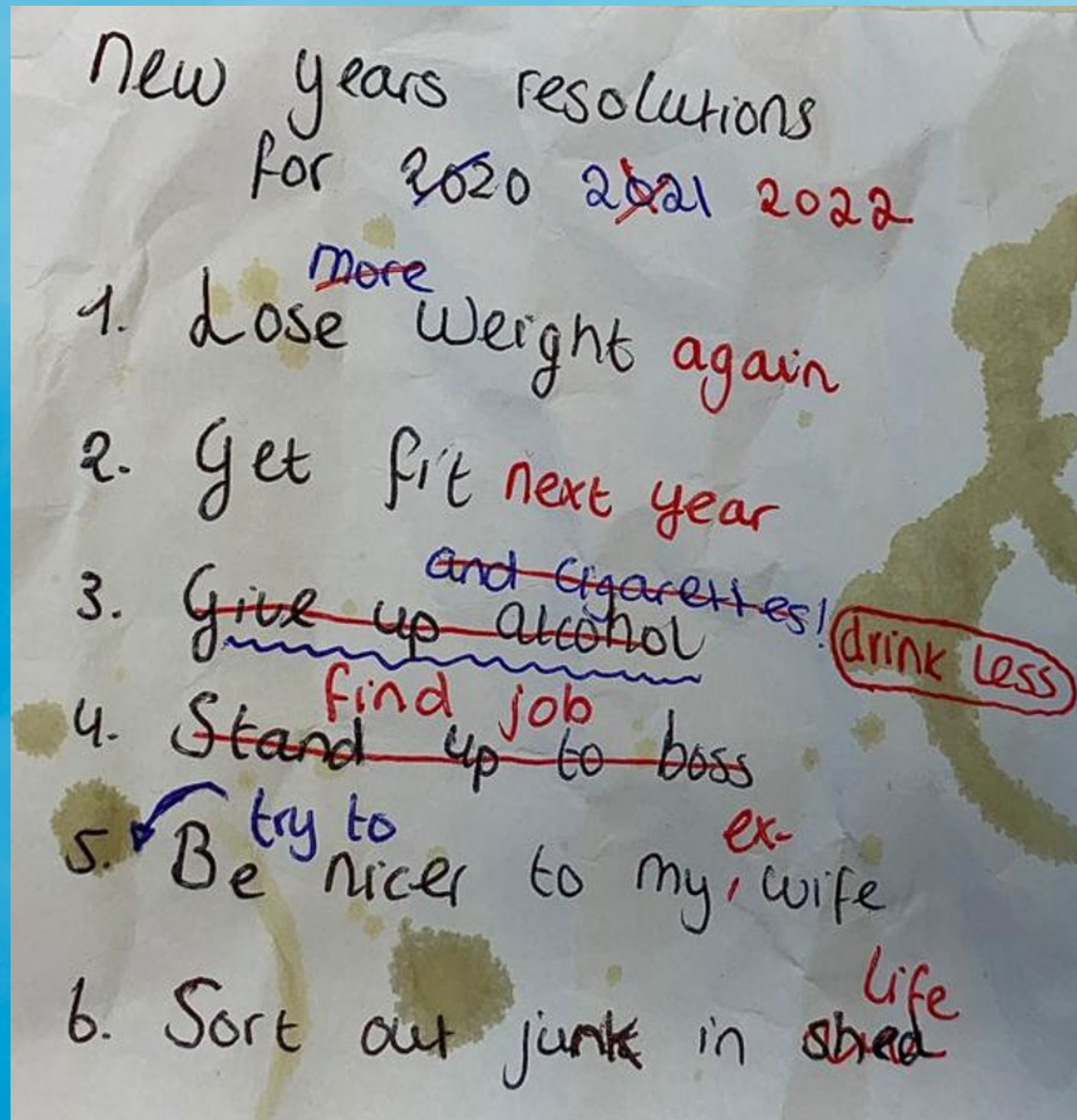


WE ALL WANT HEALTHY ANIMALS

**People want change,
but people don't
want to be changed**



WE ARE ALL HUMANS

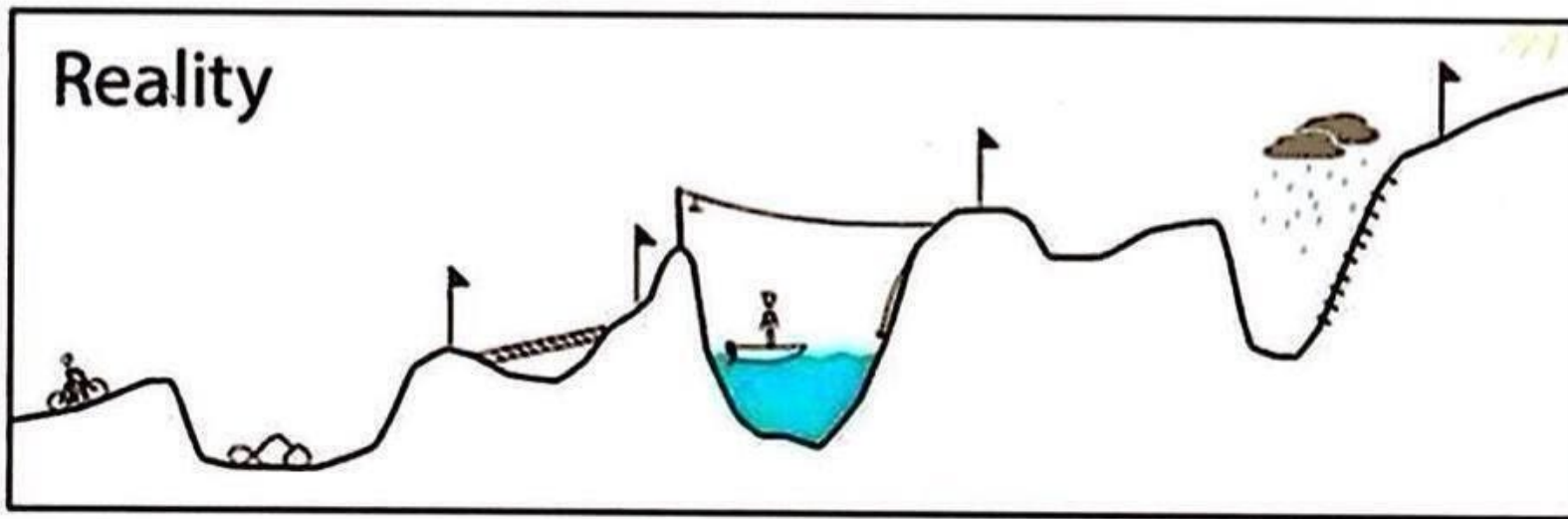


CHANGE IS NOT EASY

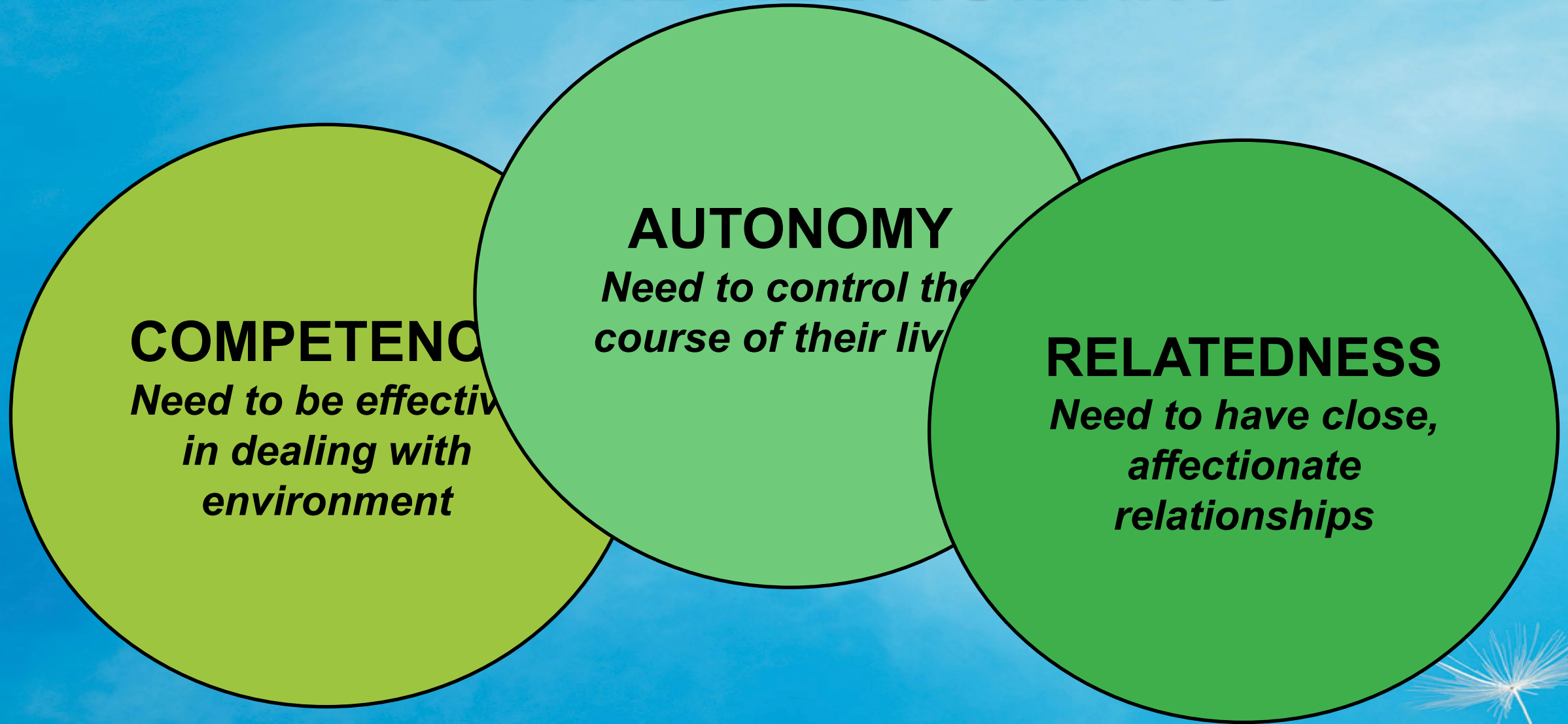
Your plan



Reality



WE ARE ALL HUMANS



"You confront me with my own mistakes all the time, it's never good, always needs improvement anyway"

"I have to do it, I have no choice, you decide what I need to do."

"It's not something to be proud of or show off, this could damage my relationship with others"

COMPETENCE
Need to be effective in dealing with

AUTONOMY
Need to control the course of their lives

RELATEDNESS
Need to have close, meaningful relationships

"Didn't you know that bad milking hygiene and your drying off procedure is the reason for the high mastitis incidence? You should really do something about it, and teach your milkers the same."

WE ARE ALL HUMANS

COMPETENCE

*Need to be effective
in dealing with
environment*

*What do you know
already?*

AUTONOMY

*Need to control the
course of their lives*

*Would you like to
know more
about..?*

RELATEDNESS

*Need to have close,
affectionate
relationships*

*What would be
suitable to you and
your workers?*

Self-determination theory (SDT)

NEED MORE SCIENTIFIC EVIDENCE?

“I HAVE THE SOLUTION”



“DO I HAVE A PROBLEM?”



NEED MORE SCIENTIFIC EVIDENCE?



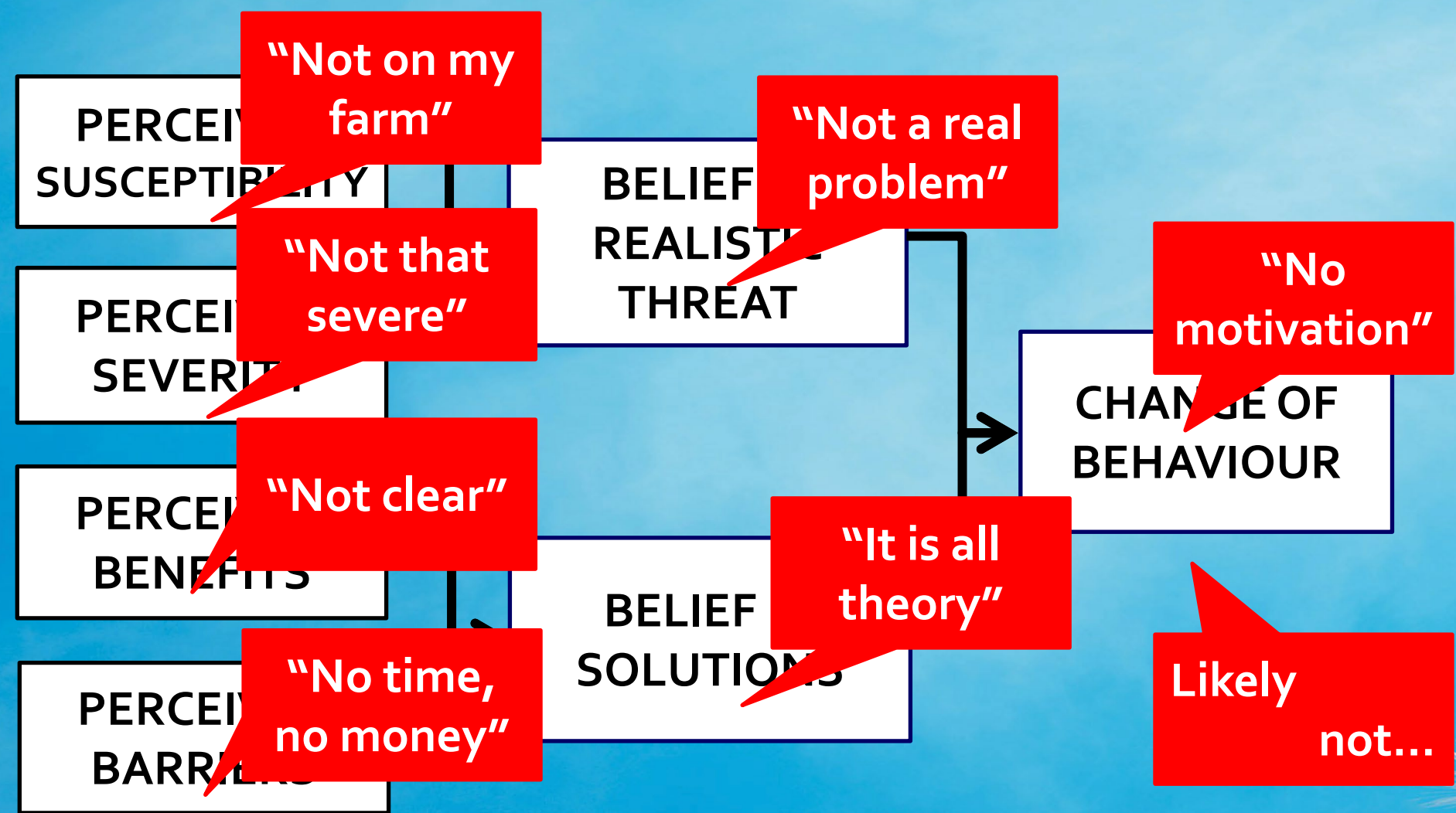
FARMER = 'EMPTY VESSEL'?!



Our brains are not actually empty!



MINDSET: HEALTH BELIEF MODEL



REGARDING DISEASE PREVENTION IN LIVESTOCK



- Does not happen to me
- Animals will always get ill
- Part of farm life

- No real consequences of doing wrong
- What is welfare/pain?

- No benefits for doing good
- Does not make me 'look good' as farmer

- Investments in management (time/money)
- Risk for production loss
- Uncertain ROI
- Complex/ no perceived control
- Difficult diagnostics
- Various opinions of advisors
- No trust in government

Will take the risk

Who cares, do only what I feel is necessary

Prevention is complex, cost time and money. Old way is easy way.



REGARDING DISEASE PREVENTION IN LIVESTOCK

- Does not happen to me
- Animals will always get ill
- Part of farm life

SUSCEPTIBILITY

- No real consequences of doing wrong
- What is welfare/pain?

SEVERITY

- No benefits for doing good
- Does not make me 'look good' as farmer

ED

- Investments in management (time/money)
- Risk for production loss
- Uncertain ROI
- Complex/ no perceived control
- Difficult diagnostics
- Various opinions of advisors
- No trust in government

LIVESTOCK

"My vet does not talk about it"

Will take the risk

CHANGE
BEHAV

Who cares, do only what I feel is necessary

Prevention is complex, cost time and money. Old way is easy way.



WHAT ABOUT EXTENDED AB USE?



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

J. M. Swinkels,^{*1} A. Hilken,[†] V. Zoche-Golob,[‡] V. Krömker,[‡] M. Buddiger,^{*} J. Jansen,[§] and T. J. G. M. Lam[#]

^{*}GD Animal Health, 7400 AA Deventer, the Netherlands

[†]Department of Social Sciences and Strategic Communication, Wageningen University, 6700 EW Wageningen, the Netherlands

[‡]Department of Bioprocess Engineering and Microbiology, Hannover University of Applied Sciences, D-30453 Hannover, Germany

[§]St. Anna Advies, 6525 ZM Nijmegen, the Netherlands

[#]Department of Farm Animal Health, Faculty of Veterinary Medicine, Utrecht University, 3584 CL Utrecht, the Netherlands



Swinkels et al, 2015

79% REPORTED **ROUTINE** EXTENDED TREATMENT

18% REPORTED **OCCASIONAL** EXTENDED TREATMENT



REASONS ARE NOT ECONOMIC:

- INSECURE ABOUT EFFECT TREATMENT
- CLINICAL CURE > BACTERIOLOGICAL CURE
- CONSIDERED AS GOOD STOCKMANSHIP (LONGEVITY)



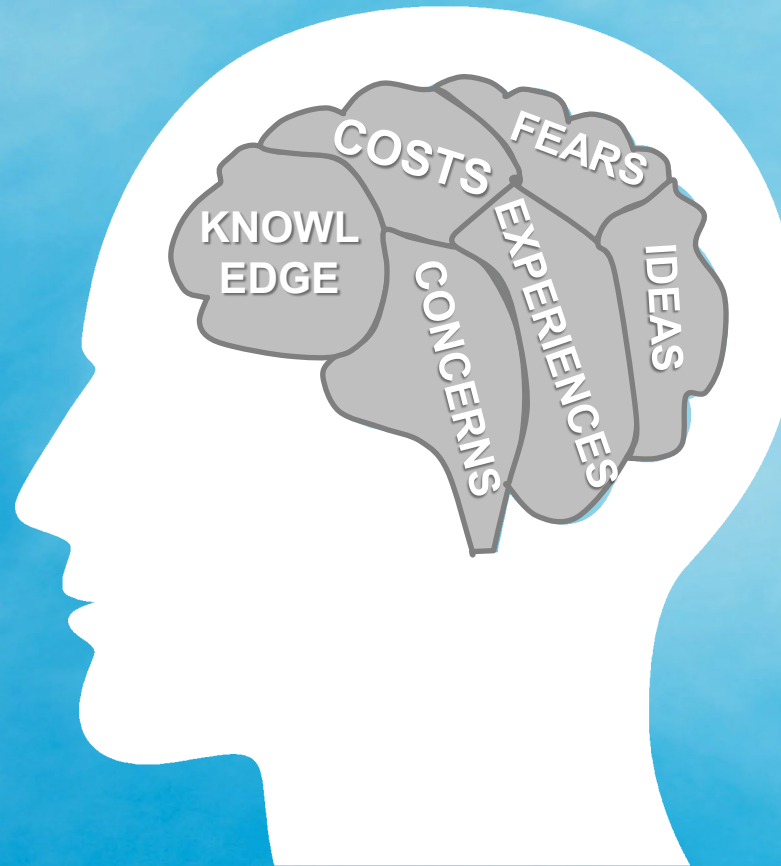
EXTENDED TREATMENT = 'THOROUGH' (30 OUT OF 38)

'BETTER SAFE THAN SORRY'

"You should treat it well and long. You should not stop the treatment too early. Some farmers will always treat mastitis only for three days. But then mastitis will return. Therefore, we concluded that you should extend the treatment"



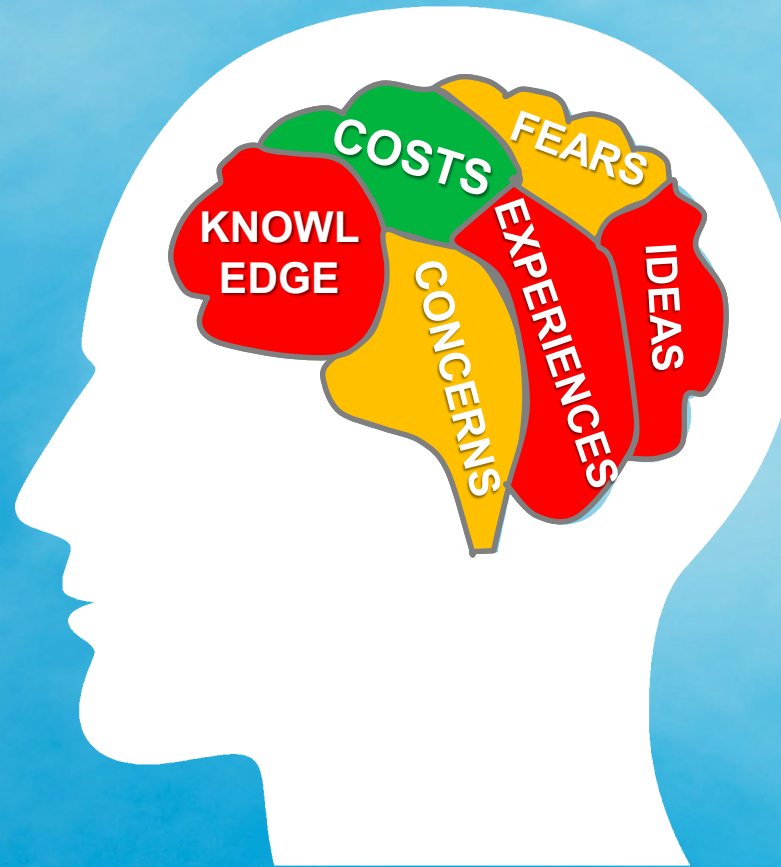
OUR CLIENT ≠ 'EMPTY VESSEL'!



Our client's brain is full of information!



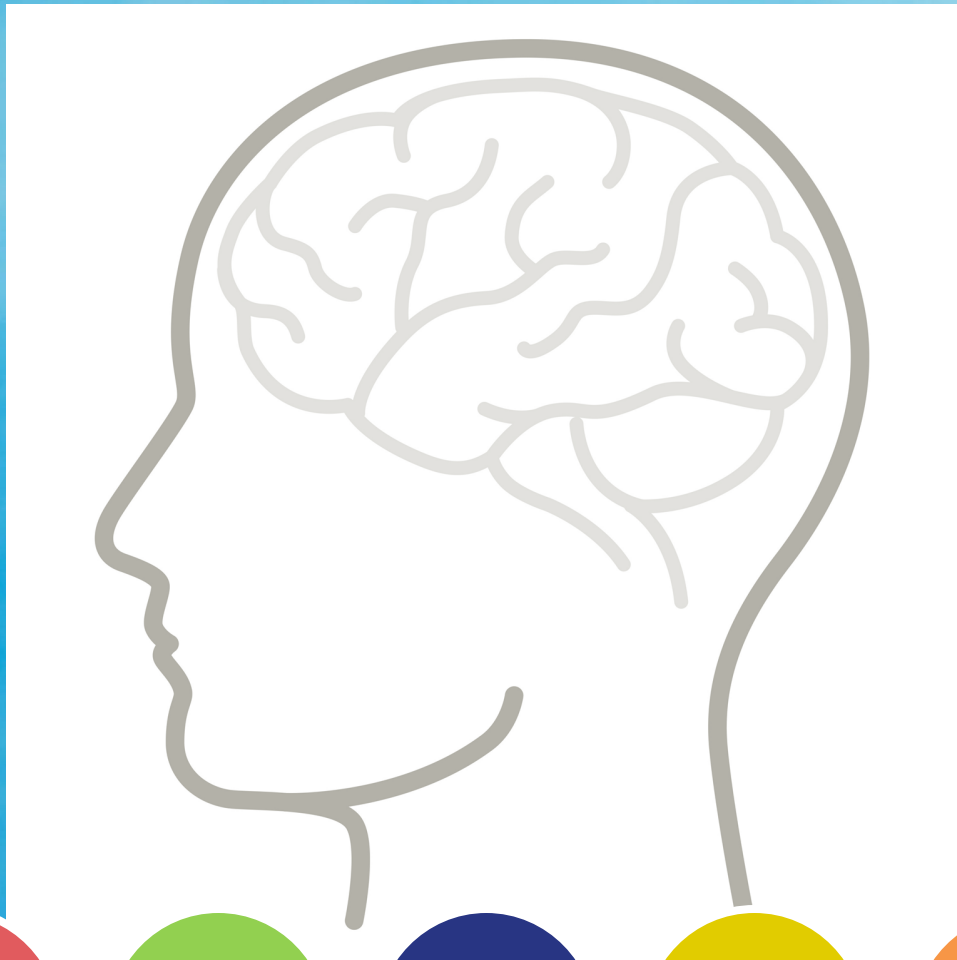
OUR CLIENT ≠ 'EMPTY VESSEL'!



Our client's brain is full of information!



R.E.S.E.T. MODEL



R E S E T



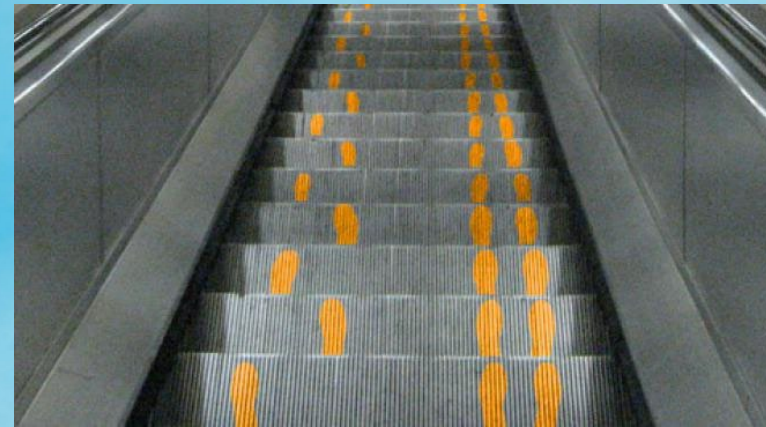
R.E.S.E.T MODEL (HOW)

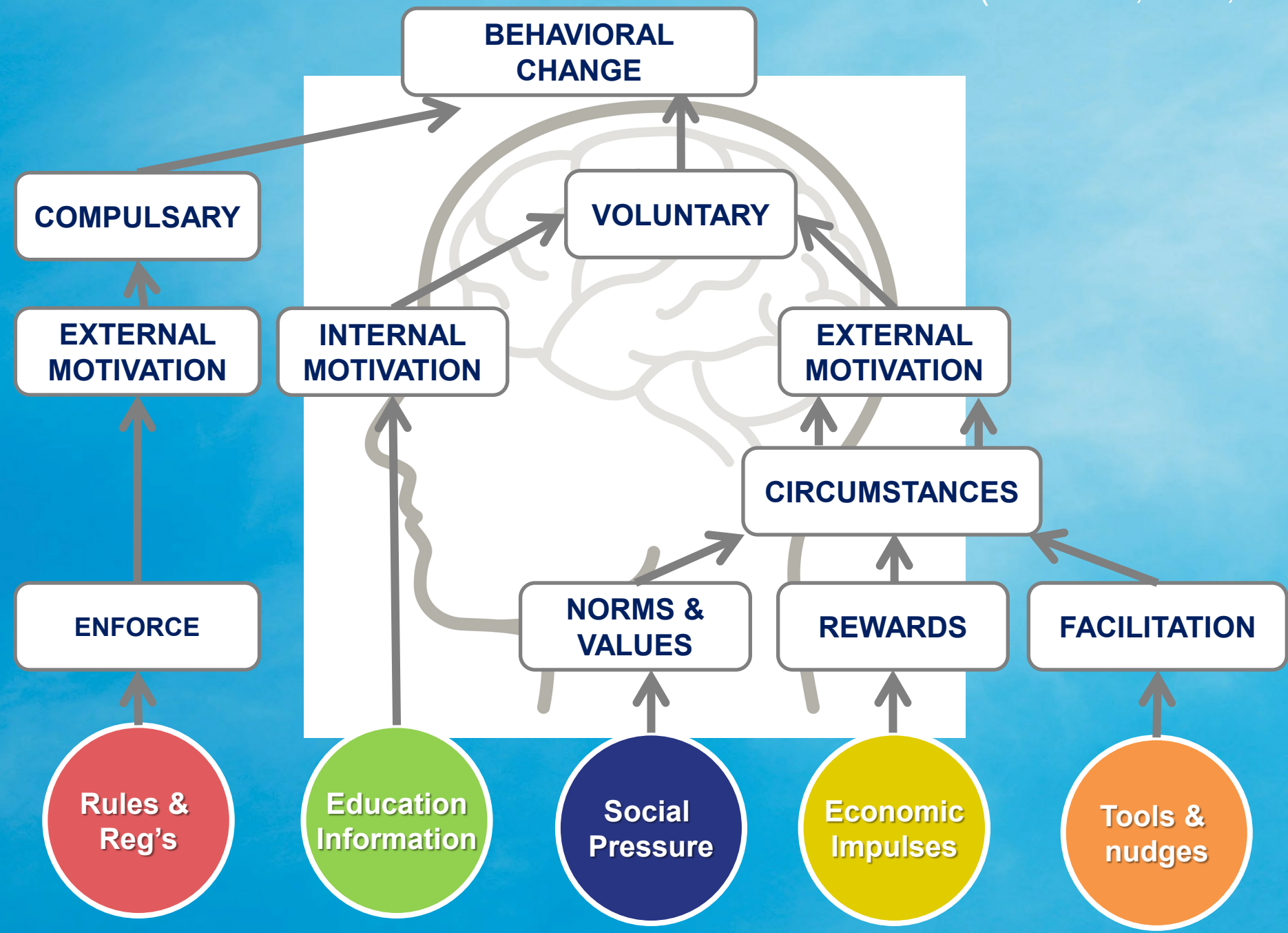


BE CREATIVE



R.E.S.E.T. THE MINDSET

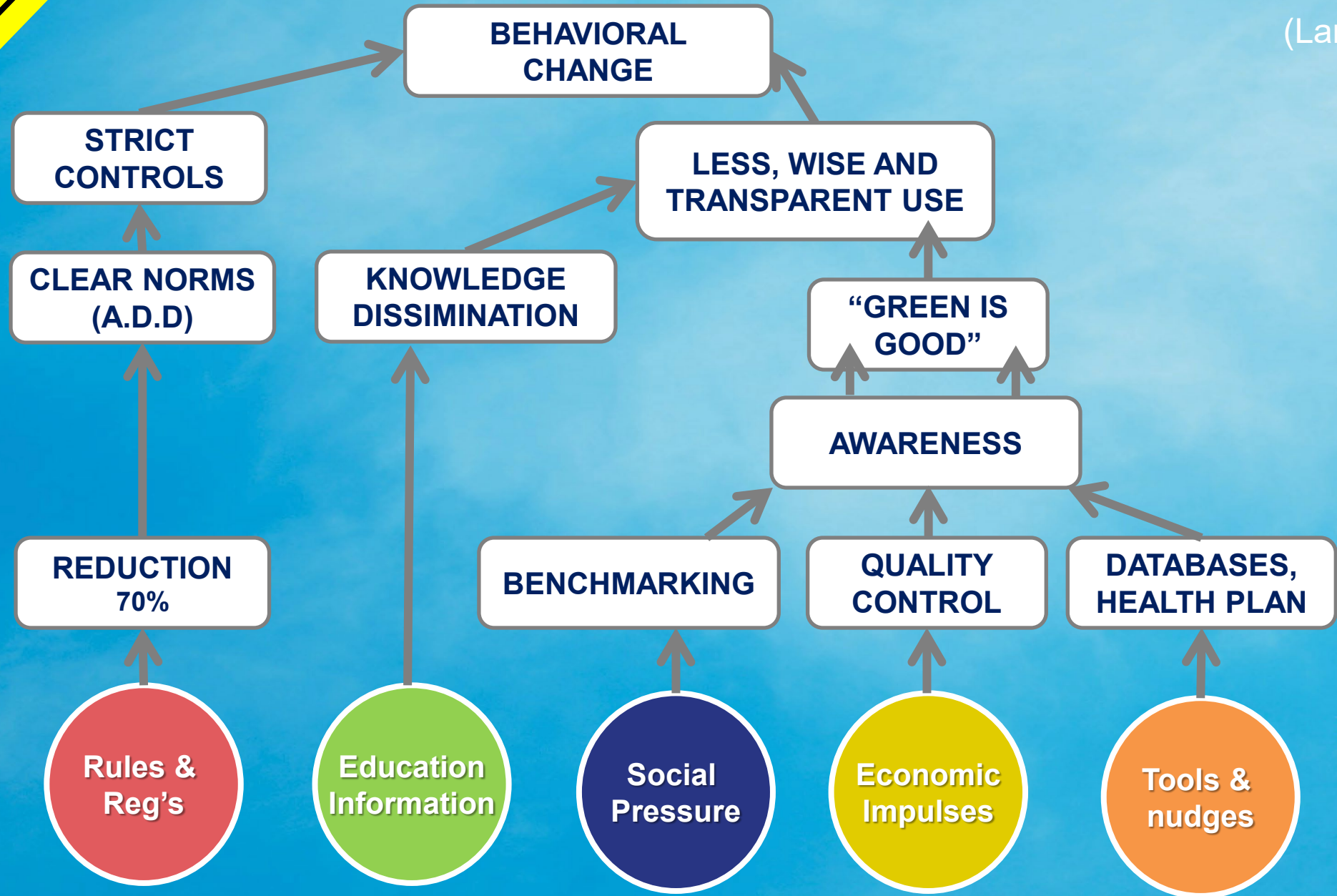




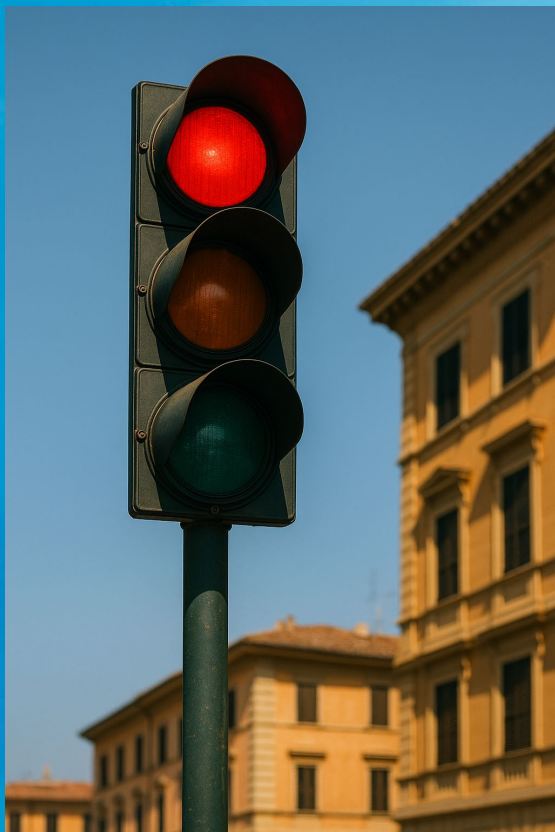
EXAMPLE

ANTIBIOTIC USAGE IN NL

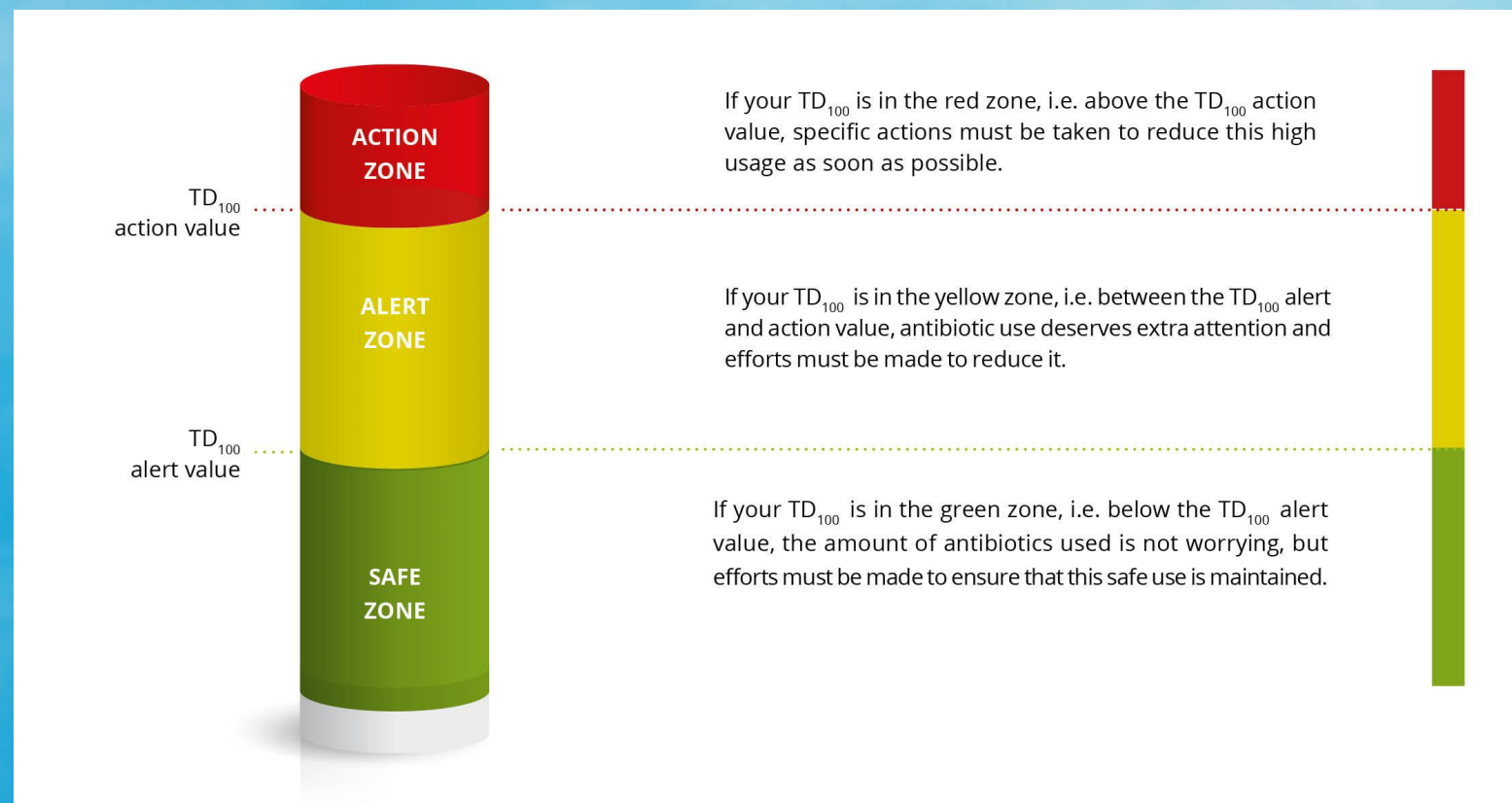
(Lam et al., 2017)



BENCHMARKS SET NORMS



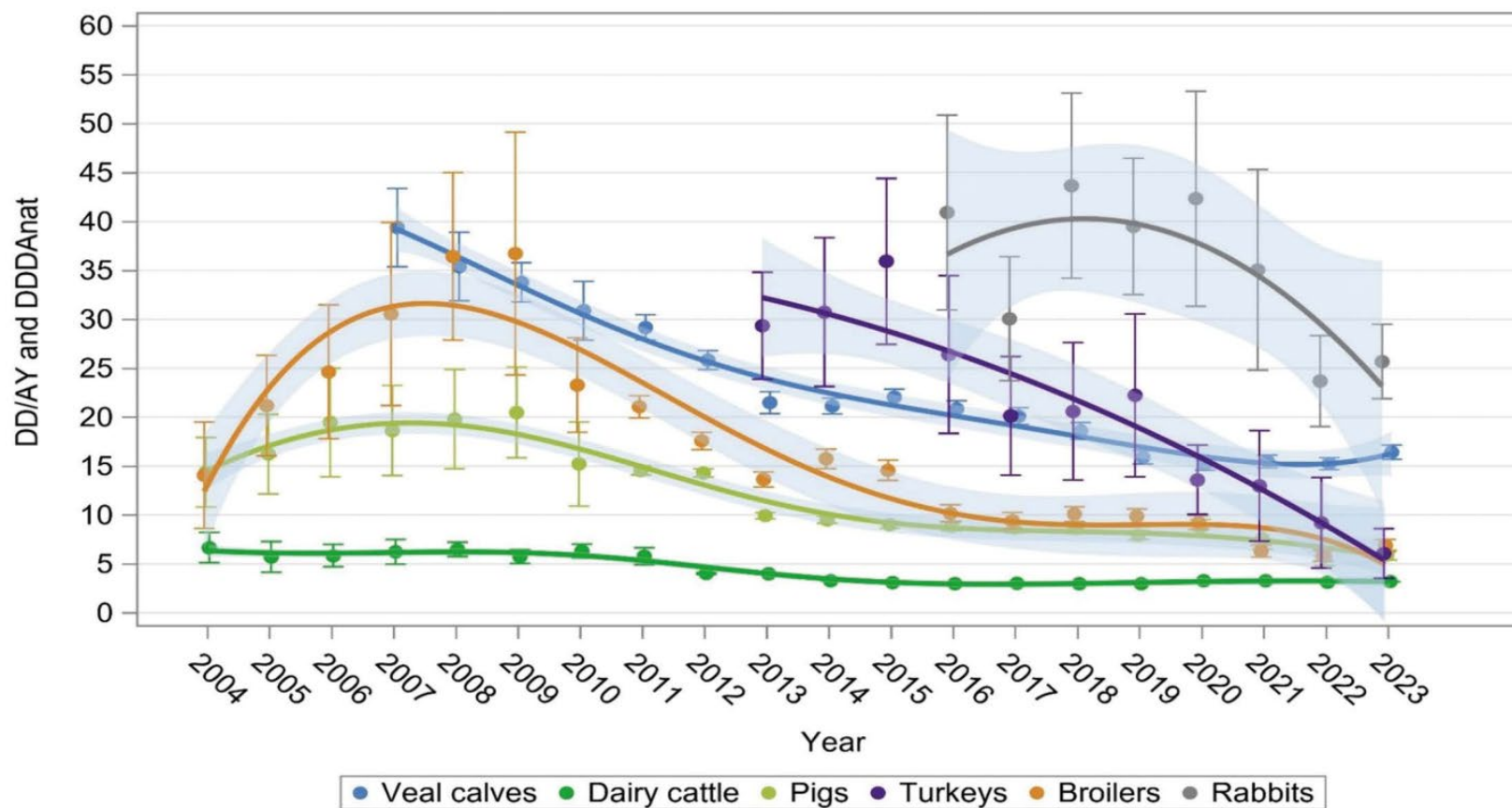
(AI)



(<https://www.amcra.be/en/analysis-of-antibiotic-use/>)

ANTIBIOTIC USAGE IN NL

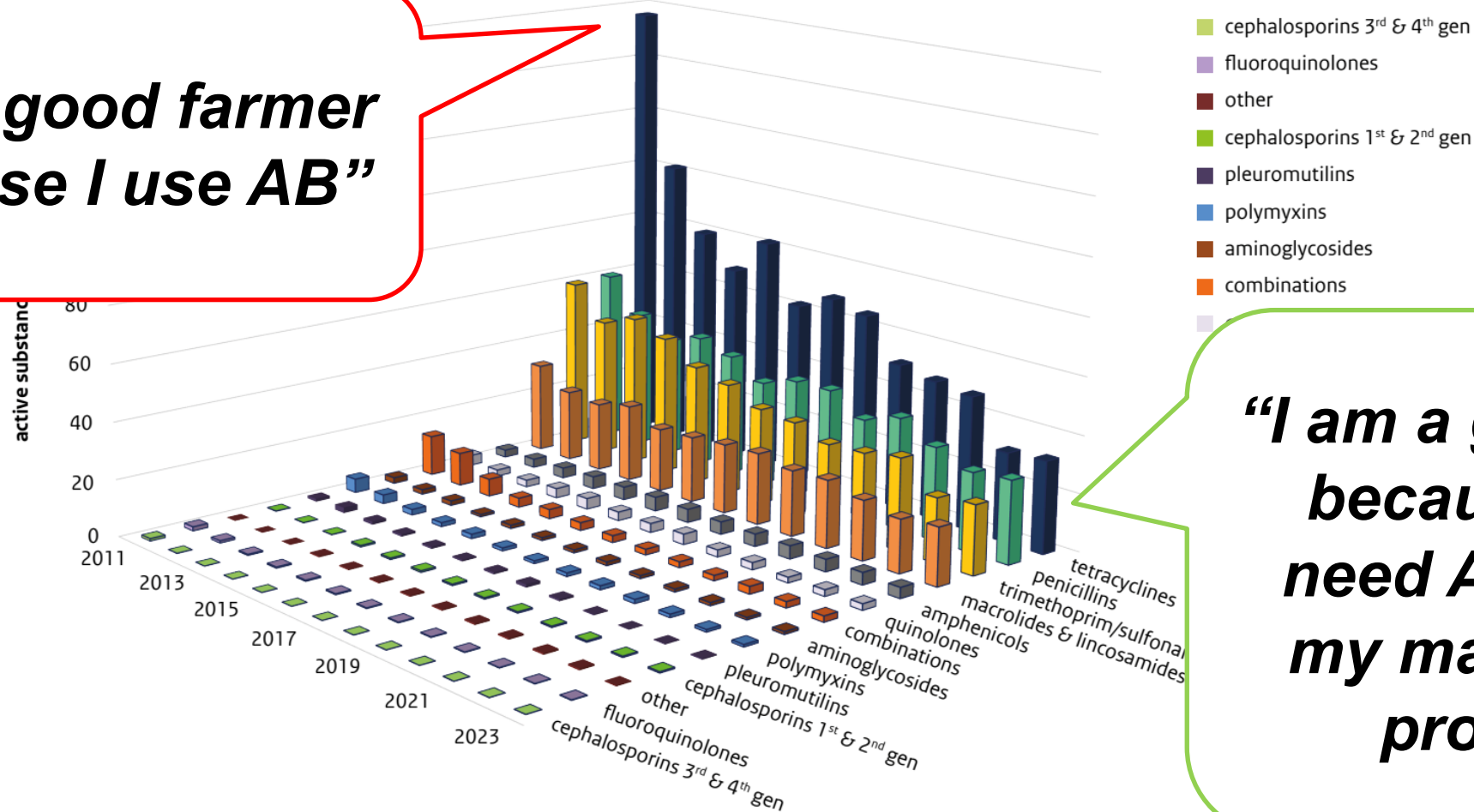
Figure 3 Number of animal-defined daily dosages per animal-year for rabbits (grey), turkeys (purple), veal calves (blue), broilers (orange), pigs (light green) and dairy cattle (dark green) farms as reported by LEI WUR-MARAN (years 2007-2010 as DD/AY) and by SDa (years 2011-2023 as DDDANAT) depicting point estimates (dots), 95% confidence limits (error bars), smoothed trend line (penalized spline) and 95% confidence limits for the spline (shaded area)



ANTIBIOTIC USAGE IN NL

Figure 2 Antimicrobial Veterinary Medicinal Product sales by antibiotic class from 2011-2023 in kg (thousands); antibiotic class “other” comprises bacitracin, fusidic acid and nitro-imidazole’s

“I’m a good farmer because I use AB”



“I am a good farmer because I don’t need AB to mask my management problems”

R.E.S.E.T MODEL FOR PERSONALITIES

R

‘STRUCTURE-SEEKERS’

E

‘INFO-SEEKERS’

S

‘STATUS-SEEKERS’

E

‘PRICE-SEEKERS’

T

‘CONVENIENCE-SEEKERS’



COMMUNICATE WITH R.E.S.E.T.

IMPROVE ANIMAL HEALTH: CONVINCE FARM MANAGER

R

“What are current and future rules/regs.? What risk are you willing to take?”

E

“What do you know already? What can you do?”

S

“Why is it important to you? What is good farming practice?” “What is the risk for you, your workers and family?”

E

“What do you think this disease costs? What do you think we can gain by prevention?” “What if you do not change?”

T

“How can we make things easier for you?” “What could help on your farm?”



PEOPLE CHANGE THEMSELVES

**When you evoke a persons own
desire, ability, reasons and need for change,
you are fuelling the human engines of
change.**



SELF MOTIVATION



CREATE AWARENESS

What is your opinion

What is your

Where in your management could you reconsider your AB use ?

If you would rate that from 1 to 5

When would be a moment to have a further conversation on prevention of this disease?

DEALING WITH RESISTANCE

**Yes, but...
I don't have
time for that!**

**It doesn't
take long....**



DEALING WITH RESISTANCE

**Yes, but...
I don't have
time for that!**

**You said your goal
is to Given the
fact of your limited
time, what else
could you do to
reach your goal?
How can I help
you?**

EVOKE 'CHANGE TALK' BY QUESTIONS



ASK QUESTIONS!

**For farm advising
to be effective
it is more important
to ask the right questions
than providing
the right answers**

LISTEN & SILENT are the same!



KEY POINTS

- What is the mindset regarding disease prevention?
 - > it's more than economics!
- What do we currently do as advisors/policymakers?
 - > we bring knowledge but fear to 'stir the brain'
- What could we learn from social psychology?
 - > work on self motivation, use all RESET buttons
- How to apply that in our communication with farmers?
 - > ask questions!
 - > focus on change talk: "What can you do?"



YOU ARE THE KEY TO CHANGE

**If you do
what you always did,
you get
what you always got.**

(unknown)



IS IT A LACK OF KNOWLEDGE?

***“A FARMER IS
AN EMPTY CUP
THAT NEEDS
TO BE FILLED”***

***“A FARMER IS
A FULL CUP FULL
THAT NEEDS
STIRRING”***





st.anna advies

E-mail: info@anna-advies.nl

Website: www.anna-advies.nl

Phone: +31243500888

