

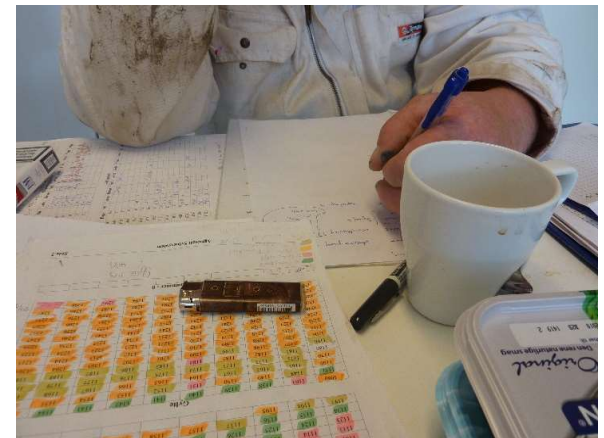


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# INSPECTING FOR CHANGE: COMMUNICATION, GUIDANCE, AND RELATIONS BETWEEN INSPECTORS AND FARMERS

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Photos by Inger Anneberg

# Overview



- Why talk about change?
- Why is change difficult?
- Describe research on **interactions** between inspectors and farmers
  - How do they perceive the inspection differently?
  - Are there possibilities for dialogue and understanding?
- What are some **tools** that might facilitate discussions about change?

# Why talk about change?



- Inspectors are frustrated when farmers do not change
- Inspectors see the same problems on the same farms
- Some inspectors want tools to encourage change in line with legislation



Photo by Inger Anneberg

# Why talk about change?



- “Indeed, you are under the influence of many different aspects during an inspection. One is always in the meeting with the farmer. Is he attentive to what you are saying? Does he want to cooperate and is he interested in getting things into compliance, or does he talk about regulations as ridiculous—and you get the feeling that this guy won’t understand anything before he gets a letter. All this influences you, and when you leave the farm, it sometimes makes you wonder what you actually did and whether you could have done it differently”
  - Quotation from an inspector in a Danish context
  - Anneberg et al. “To inspect, to motivate—or to do both? A dilemma for on-farm inspection of animal welfare.” Animal Welfare 2013

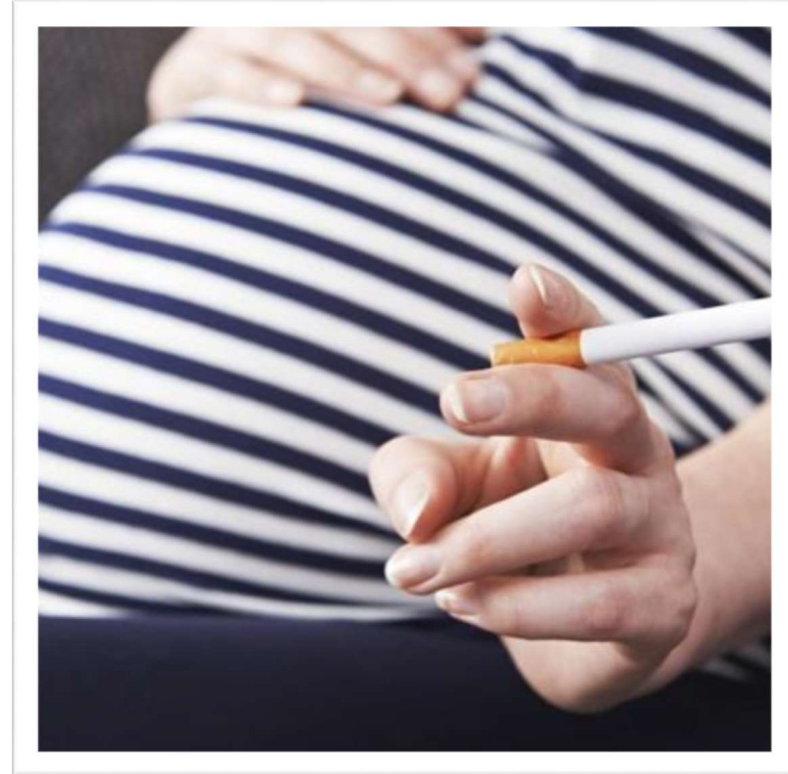


# Why is change difficult?



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- People do what they do for reasons that are meaningful and valid for them
- What are peoples' 'good reasons'?
- Why do people not change when we ask them to?
- **Why do pregnant women smoke?**
  - Different interpretation of 'health'
  - Lost in the jungle of information
  - Change is not achieved through one-way communication – learning has to be included



# Why is change difficult?



## Why is change difficult for farmers?

- Pressure to produce
- Financial pressures and costs of making changes
- Social, cultural, and political pressure to farm in a particular way



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# Why is change difficult?



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## Based on the Theory of Planned Behavior (TPB):

- Perception of a problem
- Perception of ability to make a change
- Perception of others' views on the importance of the change
- Personality or approach to change



Photo by Katy Overstreet

# The Inspection



- Farmers and Inspectors often perceive the inspection differently
  - Was there a dialogue?
  - Was it fair?
  - Was it informative?
  - Was there mutual understanding?



# Perception and Inspection



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## Farmers' perceptions of animal welfare inspections:

- Inspection as necessary
- Inspection process as unfair
- Lack of information, too many rules
- A dialogue was not there



Photo by Inger Anneberg

# Perception and Inspection



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## What do inspectors value and ask for?

- Equality is a key value
- Inspectors must be given time to calibrate
- Education should include tools for communication



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# Tools to support change



## Can the communication be improved?

- Focus on: **written information**/guidance on the legislation
- Focus on: how the **results** from an inspection are conveyed to the farmer
- Focus on: how can inspectors guide farmers **during an inspection?**



Photo by Inger Anneberg

# Motivational Interviewing (MI)



- Miller & Rollnick (2012): Motivational interviewing is a **client-centered** counseling style for eliciting behavior change by helping clients to explore and resolve ambivalence
- A methodology well tested in the human health sector (smoking, weight loss, etc.)
- Study in Sweden – with environmental legislation showed that:
  - Inspectors educated in MI felt that the method helped them in their work as inspectors
  - Inspectors were generally more satisfied with their work

# Motivational Interviewing



- Active interest in the other person and able to express empathy
- Ask for permission before providing guidance
- Confrontation and arguing are not helpful
- Asking open questions
- Listening
  - Empathetic listening
  - For ambivalence
- Responding to farmer's own reasons for change



# Summary



- Change is difficult
  - Farmers are under pressure
  - People do what they do for reasons that are important to them
  - One-way communication does not promote dialogue
- Farmers experience inspection as a necessity but also as unfair and negative if something is found
- Animal welfare inspectors often have no formal education in communication



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# Thank you!

