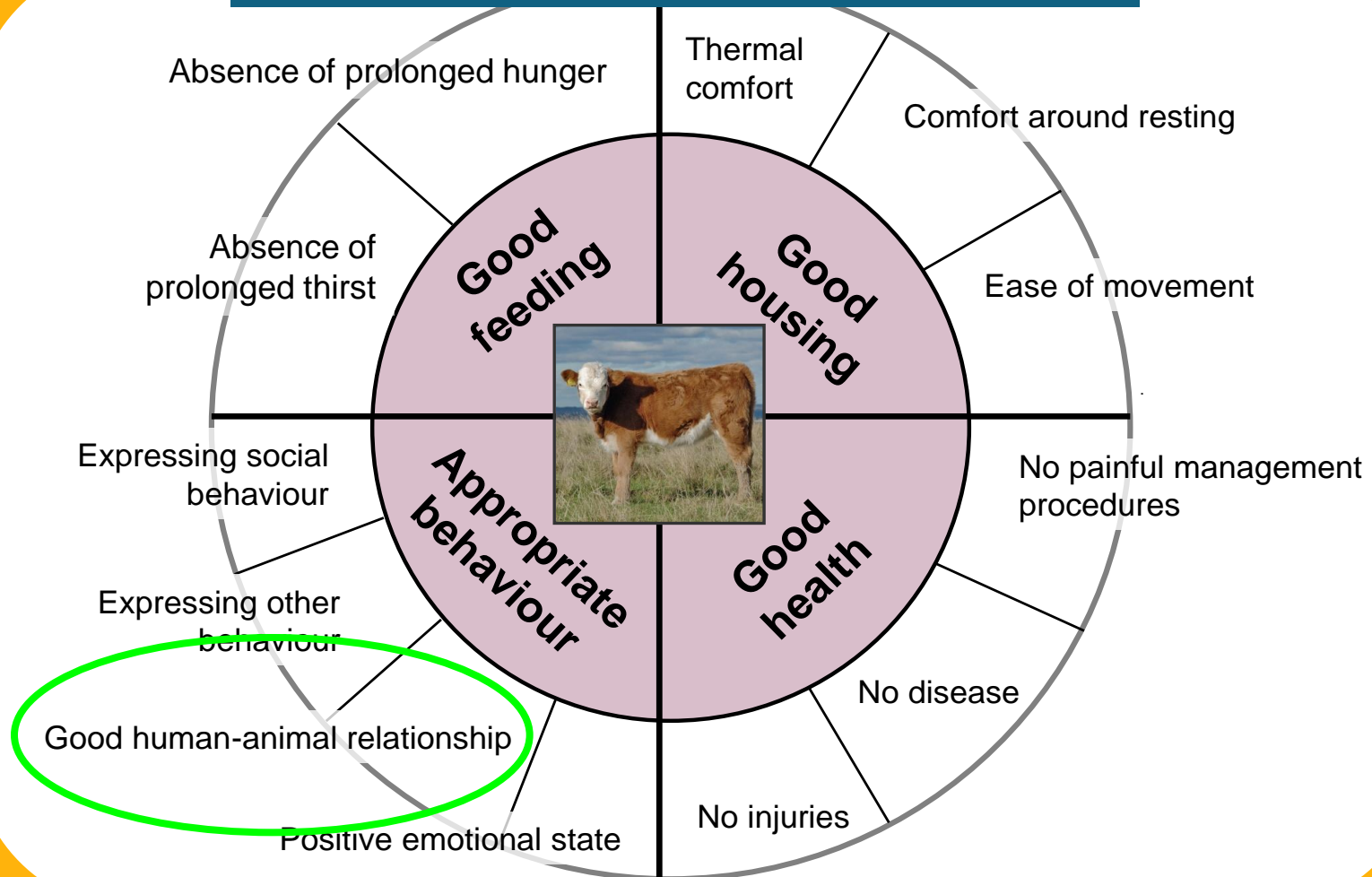


A multimedia-based cognitive-behavioural intervention program, improving attitudes and handling behaviours of stockpeople in livestock farming

Marko Ruis, Grahame Coleman, Susanne Waiblinger, Ines Windschnurer, Xavier Boivin, Beatrice Mounaix

Four principles and 12 criteria



Why this training?

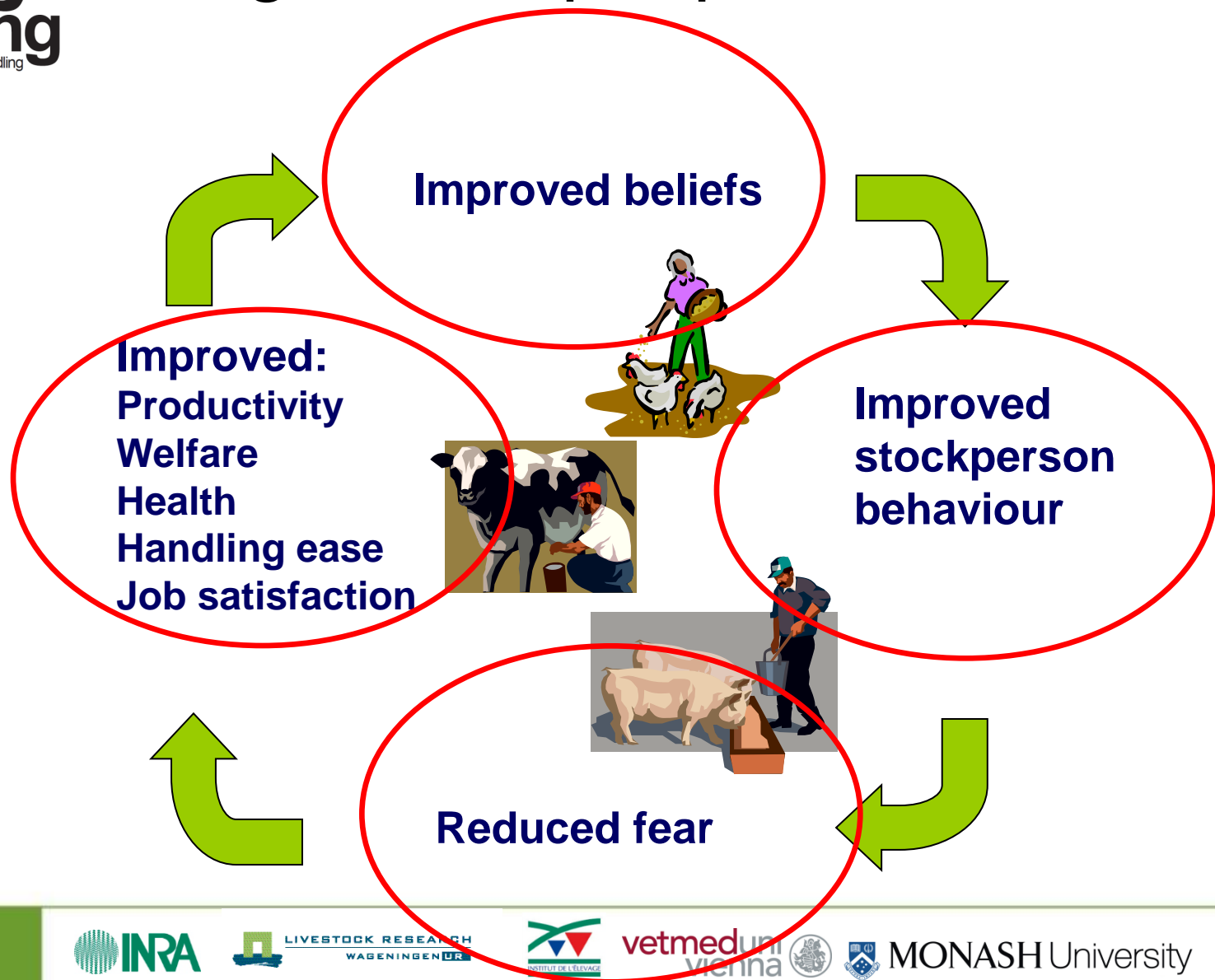
- Important relationships between stockperson attitude, stockperson and animal behaviour, animal stress, productivity and welfare
- Large variations in farmers' attitudes and handling practices – large variations in animal's fear
- Large opportunities for improvement through training programs

Target stockpeople attitudes

Inspired by
ProHand®



ANIMAL WELFARE
SCIENCE CENTRE

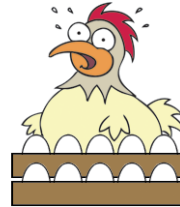
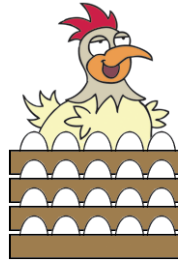


Training package

- Multimedia program on USB
- Group discussions
- Videos
- Manuals
- Powerpoint presentation
- Posters/flyers
- Newsletters



Different sections

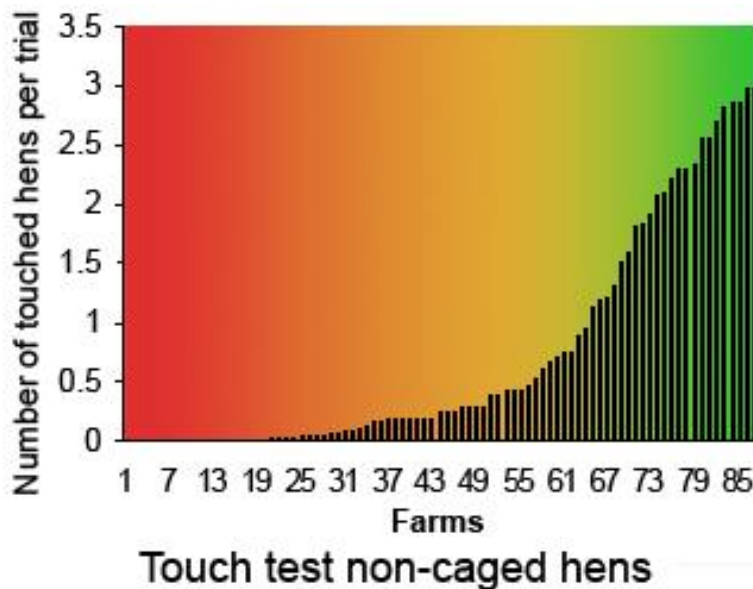
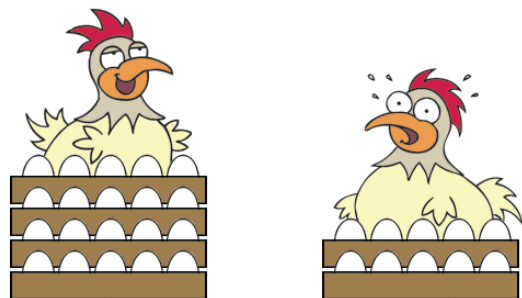


- How animals' fear responses to people vary between farms
- How fear of humans can affect productivity and ease of handling
- How animals perceive their environment, and understanding animal behaviour
- How to build a positive human-animal relationship
- How to improve and maintain handlers' attitudes and behaviour upon return to the farm.

Section 1

*Section 1
Fear of humans
in laying hens*

- Fear for humans and variation in animals' fear responses to people
- How fear of humans can affect productivity and ease of handling



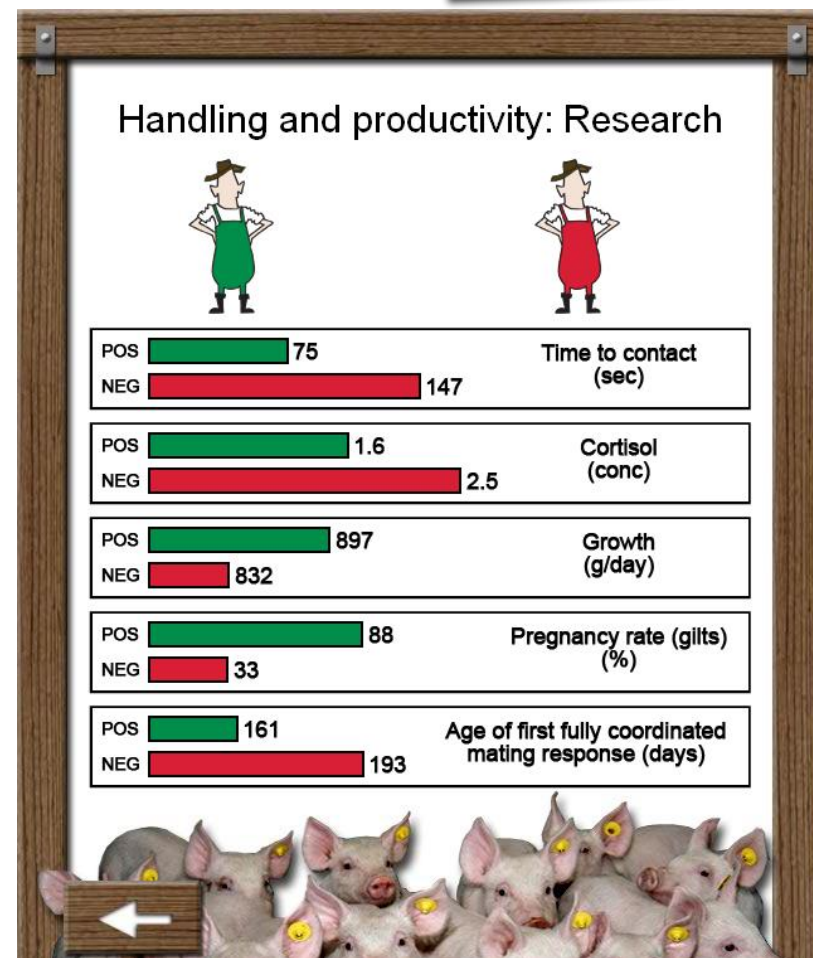
- How animals perceive their environment, and understanding animal behaviour



Section 3

Section 3
Understanding human
behaviour effects

- How to build a positive human-animal relationship



Sections 4, 6

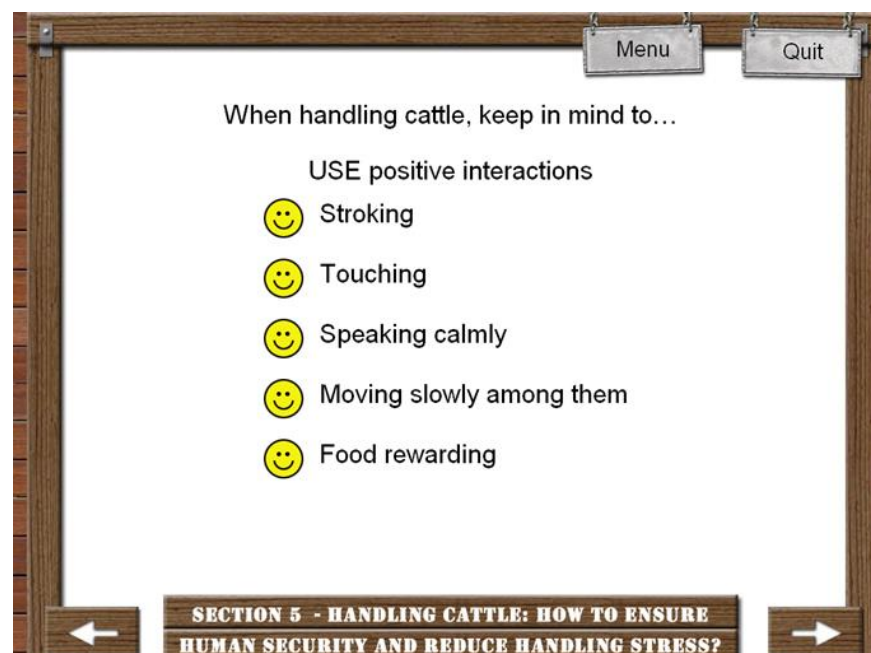
Section 4
Human behaviour is
determined by
beliefs about pigs

- How to improve and maintain handlers' attitudes and behaviour upon return to the farm.



Section 6
Maintaining changes
in behaviour

- Appropriate handling and best use of facilities; also includes human security for the cattle training



Field tests

Two groups of stockpeople,
9-14 stockpeople in each group

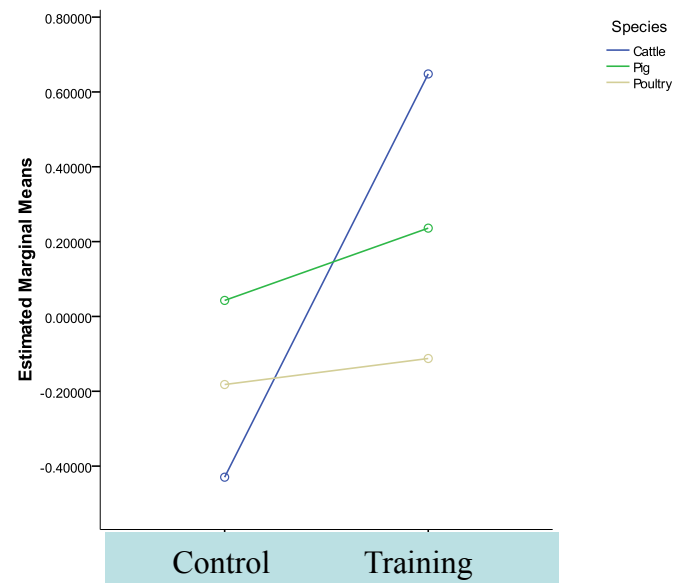
Cognitive-behavioural
intervention procedure
(training)

No intervention
(control)

Stockpeoples' attitude/beliefs – general and behavioural
Stockpeoples' behaviour
Animal's avoidance behaviour

Field tests - results

- Significant increase in positive general attitude
- Significant increase in positive behavioural attitude
- Significant increase in positive behaviour
- No effect on animal's avoidance



Positive behaviours laying hens

Alerting birds to human presence
Slow approach
Predictable movements
Gentle talking
Gentle physical contact
Rewarding behaviours



Promising tool to improve human-animal relationships



Now available for training sessions

- Cattle program: in English, French and German
- Pig and poultry programmes: English and Dutch



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