

CHANGE AND MOTIVATION– THE POSSIBILITIES OF COMMUNICATION BETWEEN INSPECTORS AND FARMERS

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CONTENT

1. Why is change difficult?
2. The meeting between farmers and inspectors – farmers perception of animal welfare inspection
3. Key values for inspectors – what do they ask for to do their job?
4. Possibilities in relation to change – can a new way of communication be brought forward? (Motivational interviewing)

(Based on research from Denmark, Finland and Sweden)



CHANGE?

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?

1. Different interpretation of ‘health’
2. Lost in the jungle of information
3. Change is not done with one-way communication – learning has to be included



A MEETING

- Inspector arrives, meeting farmer, presents herself
- Most areas with pigs look fine but then..
- Sick pens were not designed in a correct way
- Two sick pigs found in a gang-way, waiting to be moved into sick pens or to be euthanized
- Consequence for the farmer: Withdraw of EU-allowance
- Farmer argues that most of his pigs are fine and this was a question of the inspector being concerned with 'trifling details'
- Inspector defends the individual animal

FARMERS PERCEPTION OF ANIMAL WELFARE INSPECTIONS

- Inspection as necessary
- Inspection process as **unfair** – but farmers also ask to be treated in an individual way
- Lack of information, too many rules
- A dialogue that was not there



COMMUNICATION AND CHANGE

The domain of production, the official language/the law

The personal domain: Language of values about animal welfare - the farmers' daily practise

The domain of reflection – a possible meeting?

WHAT IS IMPORTANT FOR INSPECTORS?

Key value: To treat all offenders equally – but inspectors also ask for meaning in their job – focusing on the preventive aspect

Inspectors must be given time to calibrate

Courses/education for inspectors of animal welfare should include tools for communication

Campaigns on specific themes – given more room in Denmark

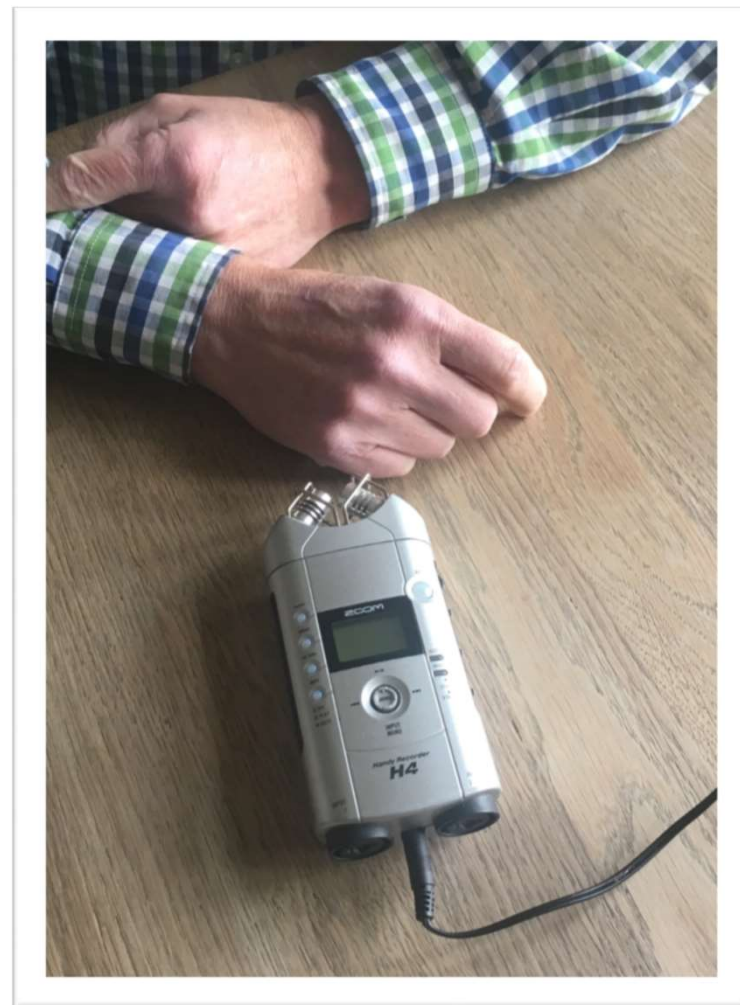
Dialogue is something obvious but can end up as one-way speech

DIFFERENT METHODOLOGIES FOR CHANGE:

Can the communication be improved?

Different ways:

- Focus on the written information/handling out information in relation to guidance on the legislation.
- Focus on how the results from an inspection are brought to the farmer – as some farmers do not hear it very well in the situation
- Education of the inspectors – how can they guide the farmers according to the legislation – and specifically with focus on how to listen and find out where the farmer is motivated –Motivational Interviewing



WHY MOTIVATIONAL INTERVIEWING (MI)

The methodology is well tested in the human health sector – with success (smoking, weight-loss)

A study has been carried out in Sweden, testing it within inspection of legislation connected to environmental issues. It showed that

1. Inspectors being educated in MI felt the methodology helped them in their work as inspectors
2. Inspectors were in general more satisfied with their work

Miller & Rollnick (2012) : Motivational interviewing is a client-centred counselling style for eliciting behavior change by helping clients to explore and resolve ambivalence.

CENTRAL IN THE METHODOLOGY

- As an inspector you have an active interest in understanding the other person and his/her background – and you are able to express empathy
- The interviewer (inspector) is looking for ambivalence in the farmers point of view – in case it is NOT there the method is not useful
- As an interviewer you ask for permission before you give guidance. You never do it without permission, your own opinion is not important, if the farmer do not want to listen
- You do not confront, invade or start an argument
- You do not tell what people MUST DO
- You are looking for which changes the farmer himself do suggest – you listen for signals of changes and for ambivalence
- You are able to listen in an emphatic way
- You are able to ask open questions- to reflect and to sum up

SUM UP

- Change is difficult to support in a one way-communication style, people do what they do for reasons that are valid and meaningful for them
- Farmers experience inspection of animal welfare as a necessity but also often unfair and negative if something is found
- Animal Welfare Inspectors are often without any formal education in communication. In Denmark they are told today to focus on guidance (not concrete advise) connected to the legislation but not HOW to do this. We use motivational interview as a suggestion when we work with communication in our Master-education, -assessing animal welfare
- Giving guidance might not work as a one-way communication so training in interviewing and how to listen can help to find out if the farmer has an interest in change.
- How can EURCAW support training that relates to bring forward motivation for change ?

COMMENTS?

