

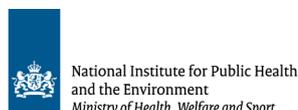
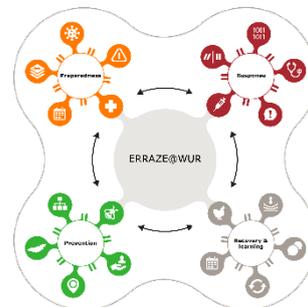


# Paradigm Shifts for Global One Health

## Greater resilience requires transformation and integration

Book of Abstracts

International symposium  
 23-25 April 2024  
 Wageningen, The Netherlands



---

# Colophon

## **Paradigm Shifts for Global One Health**

Book of Abstracts

International Symposium  
23-25 April 2024,  
Wageningen, The Netherlands

Editors: Joukje Siebenga, Erika van Gennip, Roosmarie Vriens, Wageningen University & Research

DOI: 10.18174/655105

Disclaimer



Published under licence CC-BY-NC-ND 4.0

2024, Wageningen, Stichting Wageningen Research, P.O. 338, 6700 AH Wageningen, The Netherlands  
T +31 (0)317 48 07 00 [www.wur.eu](http://www.wur.eu)

This book of abstracts of the International Symposium Paradigm Shifts for Global One Health has been produced with the utmost care. In this publication the authors are responsible for the contents of their abstracts. Stichting Wageningen Research is not liable for any adverse consequences resulting from the use of data from this publication.

## **Understanding farmers' and other stakeholders' behaviour as a key towards effective and efficient interventions for stimulating animal and public health.**

Carolien de Lauwere 1), Roosmarijn Luiken 2)

1) Wageningen Economic Research, 2) Utrecht University, Faculty of Veterinary Medicine

Effective and efficient interventions are needed to stimulate farmers to take biosecurity measures on their farms, for example for controlling and eliminating zoonotic diseases. For the development of these interventions, it is important to understand which behavioural factors determine the choices of farmers and other stakeholders involved with regard to animal health control. The COM-B model of Michie et al. (2011) can be helpful to elucidate this. COM-B refers to Capability (knowledge and skills), Opportunity (social and physical context) and Motivation (values, norms and beliefs). To be effective, interventions should be tailored to the behavioural factors that determine the farmers' and other stakeholders' choices. In a study concerning further reduction of antibiotics use in livestock farming in the Netherlands, we chose this approach to explore why public and private instruments applied over the past decade to reduce antibiotic use in livestock farming have often, but not always led to the desired reduction of antibiotics. The key question of the study was whether current antibiotic reduction policies and the resulting behavioural interventions address all or only some of the behavioural factors that influence the achievement of further reduction of antibiotic use. We also examined which behavioural factors interventions should target, to achieve further reduction and/ or refinement of antibiotics use.

To answer the question, a literature research was conducted and in-depth interviews were performed with sector representatives, coaches, veterinarians and other stakeholders. The main conclusion was that many interventions to further reduce antibiotic use have so far mainly focused on increasing awareness and the knowledge and skills of livestock farmers and veterinarians (the behavioural determinant related to capability) and applying social pressure (the behavioural determinant related to the social context). However, interventions focused on the physical context (e.g. the farm situation) under which livestock farmers and veterinarians have to operate and on their motivation are still largely missing. For this reason, new interventions should target these behavioural determinants. This can be done, for example, by highlighting examples of farms at which delaying or not deploying herd/flock antibiotic treatment has the desired result.

A comparable approach could be useful for the development of effective and efficient interventions for controlling and eliminating other zoonotic health threats.

Keywords: behavioural factors, tailor-made interventions, livestock farming, reduction antibiotic use