BioSecure
Enhanced and cost-effective biosecurity in livestock production

UAB
Universitat Autònoma de Barcelona

PRACTICE ABSTRACT # 32

Improving biosecurity on farm: How to effectively support livestock farmers?

Behaviour-focused strategies are key to changing practices

Practical tips

- Use a **visual** report as a **basis for discussion** and decision-making
- Start with **small, achievable objectives**
- **Integrate** changes into **daily routines** to ensure **sustainability**
- **Build trust** with the farmer
- Maintain a **horizontal dialogue** and **avoid direct orders or criticism** of current practices (e.g., motivational interviewing)
- **Prioritise** the farmer's needs

Initial evaluation of farm biosecurity: Biosecurity assessment provides valuable support to understand biosecurity practices and related behaviours.



1

The change process should follow a **personalised, co-designed approach** led by a **biosecurity expert**. Through the use of **dialogue-based tools** focused on **motivation and behaviour**, farmers can identify gaps in their practices and prioritise actionable improvements tailored to their specific context.

6

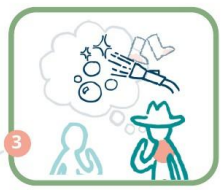
Re-evaluate the process at the end of the selected timeframe and **regularly review the farm's biosecurity status** to sustain motivation for change.

Steps in the change process



2

Provide feedback on observed biosecurity practices, identify the **farm's strengths and weaknesses,** elicit the **farmer's own ideas for improvement** to define the target behaviour.



3

Co-design a highly specific change plan, detailing **what** needs to change, **how** it will be implemented, **who** will be responsible, and **what** resources are required to carry it out.



4

The farmer is expected to implement the selected behaviour independently, while **you provide the tools and knowledge needed to support them** and address any questions that arise during the process.



5

Maintaining and reinforcing change is essential, as motivation can easily drop over time. **Prompts and cues** can be used to help sustain it.

Theoretical framework

Several models have been developed to describe human behaviour, helping to identify barriers and facilitators to support improvement. In this work, we used the transtheoretical model of behaviour change (Prochaska and DiClemente, 2005) Behaviour Change Wheel (Michie et al., 2014).

Remember each farm and farmer is unique, so are their change processes!

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