



Title: Farm animal welfare and the human element

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- Hello, and welcome to farm animal welfare, the human element. Hello, my name's Jo white. I'm co-founder and co-director of human behaviour change for animals alongside Suzanne Rogers. We set up back in 2016 and became registered as a community interest company in 2017. Our goal is to utilise human behaviour change science to help those looking to improve the lives of animals. And that includes the human animal. I'd just like to take a moment to say thank you to the contributors, my colleague, Suzanne Rogers but also to the editors and the reviewers for making this presentation possible. Thank you.

So it's gonna start it. I just wanna set out the learning objectives for this session. So in completion of this module participants will be able to understand that the application of human behaviour change science is multifaceted. We will be able to understand how the various fields of work all link together, how they're interconnected and also to have a framework for how the rest of the module are linked together as the presenters go through it. And this will include my colleague, Suzanne Rogers. Who'll go into a little bit more detail in depth.

So why understand behaviour change science and why utilise it? Well, if we understand why humans do the things they do and what drives them to change, we'll be more effective at making the world a better place for animals. So whatever context you work in in regards to farm animal welfare and the veterinary profession this is a really important area because it can aid the work that you're doing. So by understanding the people you're working with whether they're colleagues, clients but also understanding yourself we can all be more effective in the things that we want to deliver. And therefore we can have a better impact and improve the lives of animals. So just take a moment, have you tried to change a behaviour whether this be a personal behaviour, like getting fit. So the behaviour might be that you want to start running. So actually doing the behaviour of running or it might be a professional based behaviour.

So thinking about how you're communicating with farmers it might be thinking about how you can engage them more effectively. So your behaviour might be that you spend more time listening and asking questions. So when we think about this behaviour that we've tried to change, did you have the knowledge did she know what you needed to do to make the change? Did you have a good reason? Did you have the know about the benefits to make the change? When you think about running, you might know that you will get fit, but do you actually know how to do it? And do you really understand the full gambit of reasons and benefits? Also, if you think about with the client example actually spending time listening to a client sometimes when you're under the pressures of time there may be other reasons and other benefits to do a different behaviour. So it can sometimes be in conflict And this can be challenging in how easy it is. So we might be able to do a behaviour once or twice but actually to sustain it can be really challenging. And why is this?

Well if you think about a lot of care behaviours or management behaviours around animal management, farming practises rather than really routine. So this can become habitual in nature, which makes it even more challenging to change these behaviours. And if we think about some of our behaviours, say for example, we want to go for a run once a day. We have all these other habits and behaviours that we're doing throughout that day. So it can make it really challenging to change. But yet, when we're looking for others to change, we quite often will assume that just by providing them with the information, the knowledge that they can then change, but if we reflect back on our own situation. We can start to really see how difficult it can be to sustain that change. And it's not just a case of providing the information and the knowledge quite often, it's a case that we need to provide a lot more support.

So why understand human behaviour? Well, it's the root cause of most animal suffering. Well, indeed it's actually the root cause of most societal issues, planetary issues. As humans can present and do present many problems but we all say present many solutions. And what we're looking at is we want to increase compliance. We want to increase the efficiency of the work that we do. We want to build that rapport, rapport with other people and we need to understand the human animal to do that. And if we look at some of the studies being undertaken so for example, overall in 2013 they looked at treatment regarding success and they found that client compliance maybe one of the most critical factors in regards to treatment success. And if you look at other studies looking at change where lifestyle changes were necessary in the longterm, they found only around 25% compliance. And we're looking at things like anti-microbial use we need to increase the levels of compliance. So understanding the human is important to do that. So we can start to drive compliance levels up.

What's so exciting about human behaviour change is it gives us the opportunity to pull on lots of different disciplines. So we've got the social sciences such as psychology, sociology, anthropology but we've also got the areas in terms of innovation and design and technology. We can look at what's going on in social marketing. We can take into account education management theory. There are many, many areas that we can look at both from a point of view of the understanding of the behaviour but also the interventions and the evidence that's been gained through looking at these different approaches. That human behaviour change for animals. We take a systems based approach because we recognise that we don't live in isolation, we're all interconnected. So if you think about the context of working with farms, the vet has a role in terms of helping to support good animal health and welfare. The farmers through their management practises from rearing the animals from birth right through the process whatever it's the production is where they're looking at dairy, for example, or meat production through to the customer and the clients and those who are supplying the customer and the clients. All are interconnected and influence each other from a point of view of behaviours.

So it's really important to take the systems based approach in order to identify both opportunities and barriers for change. Our human behaviour change for animals. We've developed a simple model of change. So it goes from the first step of understanding. So unpacking the behaviour that we're seeing, starting to think about, what's driving it. So the factors the antecedents that are driving the behaviour because it's only by understanding why people do or don't do certain behaviours that we can look at how to change them. So if you're thinking about the context of working with farmers where you want to look at a decrease in prescription of anti-microbials, for example it's actually starting to understand what might be driving the anti-microbial use, but also thinking about kind of what opportunities there are to take a different approach. So we were looking at this from a point of view of psychology. You might look at things like social influence how does the culture within the

farming community impact upon what people are doing, what they think, what they believe, but also their behaviours.

So there's many different aspects that we can look at and different models which Suzanne will come on to when she talks three about starting to use some of the models and the evidence-based approaches to behaviour change. We use this standing then to move to the next stage which is looking at the interventions themselves, looking at how we can encourage change, how we can implement it. And there were varying models and theories of human behaviour change that can be used to develop interventions. So we might be thinking about education, training and it's really important that those two things are considered often there's a situation where people just talk about education so providing knowledge. But if we're thinking about actions, it's really important that people have the practical skills to actually do the behaviours that you want to do. There were so many different interventions that we can look at and Suzanne will be talking about some of the approaches but for example, things like the behaviour change wheel is a really good insight into intervention development. Then we're looking at making sure that the work that we're doing has had an impact. So it's actually delivering change because that's ultimately why we're approaching this.

Throughout the process we only then take monitoring and evaluation and look to do a research and development approach so that we can learn and innovate. And we think it's really important when you're undertaking any element of behaviour change to think about piloting, taking small steps. So whether you're just thinking about the first steps of talking to an individual farmer or you're looking at your veterinary practise to implement more wide-scale policies around rejections in anti-microbial use actually thinking about piloting some of those elements as you're going along, taking a research and development approach is really important. We believe it's important to take the opportunity to reflect in order to really start to understand how to utilise behaviour change. So just thinking and taking a moment to reflect on these questions how about the people try to make you change? What has worked and what hasn't? Why did they think you weren't changing? And how did you feel? So think about that from a point of view of some of the challenges that might occur.

There are varying different approaches that talk about things like people's ambivalence, reactants to change and resistance. So if you feel that someone's pressurising you into change can sometimes cause some reactions, some reaction in you. She used to think about that in the context of working with others. And it's particularly important if we're trying to direct change where we may be talking about something that's sensitive where there's been an ongoing practise maybe the practises have become quite habitual in nature. We need to think about how we're impacting on others. So by reflecting on our own behaviours it can give us an insight into how others may be act to some of the sort of challenging issues that we pick up on. So finally the four key principles of human behaviour change. Change is a process, we don't just take one week step to change. We go through different stages and Suzanne's gonna cover this in a bit more detail regarding some of the evidence-based models and theories around understanding those processes.

Understanding the psychology is key to driving change. So thinking about what motivates people, how they've learnt that behaviour in the first place the sorts of things that might influence them. The environment influences change. So both the physical environment but also the policy environment. So we might want to take into account what sort of changes we can make within the farm itself or the back new practise that might influence that change. And finally, change must be owned. If we are going to change. We must be involved ourselves in that process. So if we're looking to work with others to change. They must be part of that process and evidence supports the fact

that people are more likely to comply if they're involved in actually developing the plan for their own change.

Thank you for listening to this introductory session on human behaviour change. If you'd like to know more, please do get in touch. My email is jo@hbcforanimals.com or get in touch to info@hbcanimals.com. Please do sign up to our newsletter through visiting our website at hbcforanimals.com. And if you'd like to name more just to let you know we run regular in person and online training courses. We do bespoke training and we also offer support and mentoring for individuals. Alongside that we do consultancy and support for organisations. So if we can help, please do get in touch. Cause we'd love to hear from you. All the best with your work and look forward to speaking to you in the future. Thank you.

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