



NetPoulSafe

COACHING FARMERS TOWARDS IMPROVED BIOSECURITY



MAIN KEY POINTS

- Coaching
- Farmer attitude
- Farm biosecurity

Coaching allows self-exploration and self-discovery of solutions.

The difference between conventional advising and coaching -

ADVISING

- Unidirectional flow of advices
- Not much interaction
- Focused on responding to a specific question

COACHING

- Non-directive questioning
- Interaction between farmer and vet/advisor/coach
- Long term solution oriented



Figure 1. ADKAR change management model

COACHING FARMERS TOWARDS IMPROVED BIOSECURITY



Figure 2. The Coach, facilitator, veterinarian and broiler farmer at a coaching session.
Coaching is the selected supporting measure for Belgium

As a coach, one should be able to do the following:

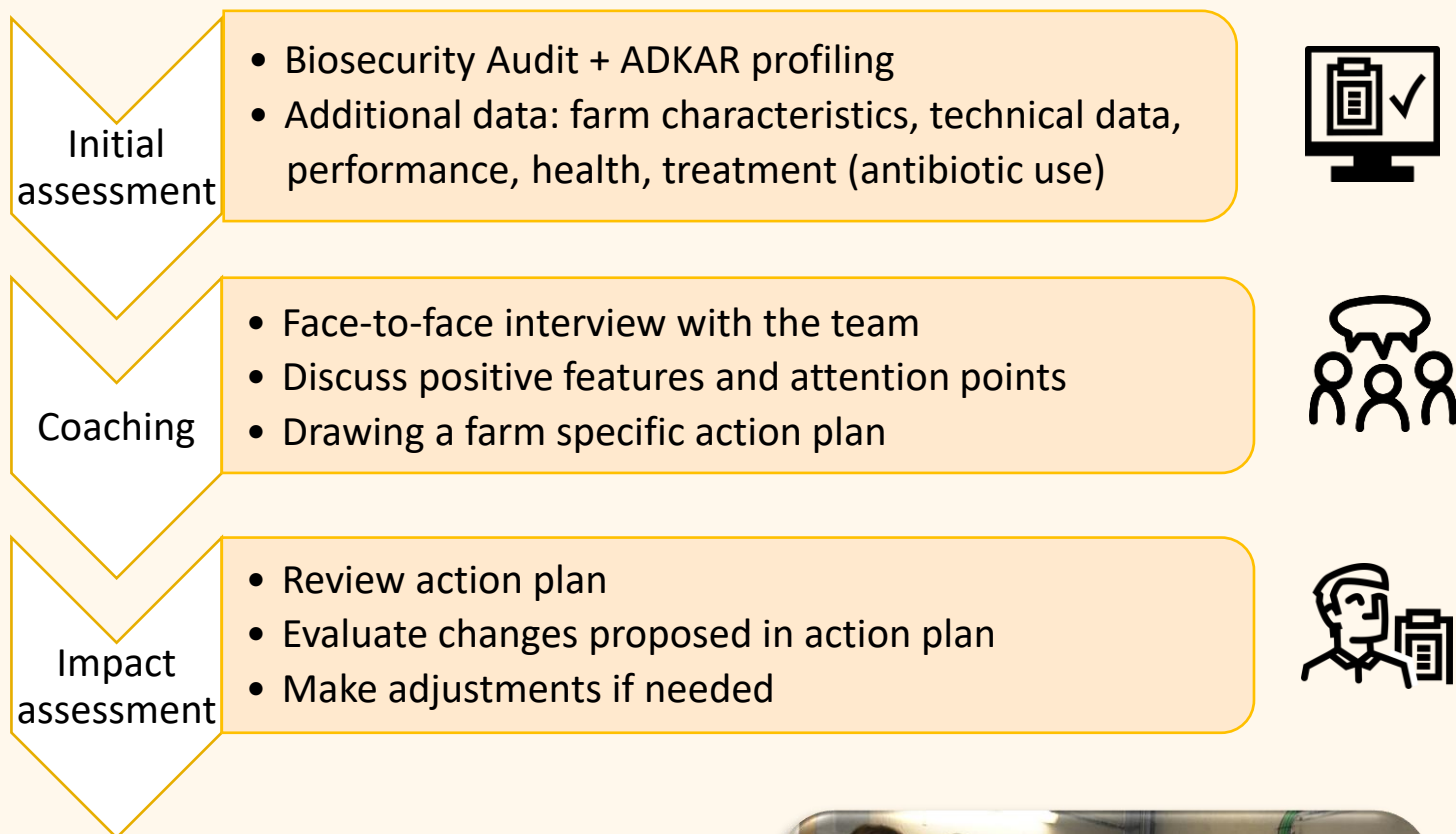
- Asking the right questions.
- Identifying what the farmer/ veterinarian/ feed representative want to achieve.
- Encouraging their strengths and values.
- Making them take the responsibility (feel accountable) for the problems in the farm.
- Focusing on future rather than past.
- Being a good listener.
- Being able to make an assessment of current situation or problem.
- Being able to define the goals to chart an action plan.

The Livestock-adapted **ADKAR** change management model can be used as a starting point for coaching to assess farmers' attitudes and behavior regarding biosecurity.

The coach at the end of the interaction must make a summary based on the response of the team and also based on their non-verbal communication.

COACHING FARMERS TOWARDS IMPROVED BIOSECURITY

Figure 3. Overview of steps in Coaching



For a successful coaching outcome –

- the farmers should alter their wrong working habits, routines and management practices .
- the farmer has to go through a challenging behavioural change process.
- the farmer should sustain the changes and not relapse to the old working routines and habits.
- the action plan should be reviewed periodically.



Figure 4. Initial farm evaluation and data collection before coaching

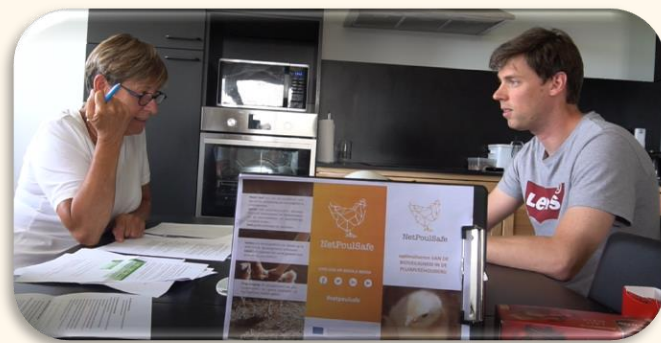


Figure 5. Coaching by Hilde van Meirhaeghe (VETWORKS)

For more information:

- QR code to the podcast
- Link to scientific publications: <https://doi.org/10.3390/antibiotics10050590>
- NETPOULSAFE project : <https://www.netpoulsafe.eu>



NetPoulSafe