

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

AWARENES

Represents the awareness that biosecurity in poultry farming should be improved since biosecurity reduces the risk of introduction and spread of infection.

DESIRE

Represents the willingness/ motivation to practice the biosecurity measures. "Does the farmer himself want to improve biosecurity in their farm?"

KNOWLEDGE

Represents the knowledge and skills to implement biosecurity measures to improve health and reduce entry of infection into the farm.

ABILITY

Represents the implementation phase of the change. Is the farmer making changes in management or working methods (availability of resources and opportunity to implement change)

REINFORCEMENT

Represents the sustainability of change. To sustain change an active positive reinforcement is necessary.











Figure 1. ADKAR change management model

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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.

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Figure 3. Overview of steps in Coaching

Initial assessment

- Biosecurity Audit + ADKAR profiling
- Additional data: farm characteristics, technical data, performance, health, treatment (antibiotic use)



Coaching

- Face-to-face interview with the team
- Discuss positive features and attention points
- Drawing a farm specific action plan



Impact assessment

- Review action plan
- Evaluate changes proposed in action plan
- Make adjustments if needed



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





