

Veterinary communication strategies: reducing the incidence of mastitis in dairy herds

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INTRODUCTION

Mastitis represents a significant threat to dairy cattle farming, causing substantial impacts on the quality and quantity of milk produced.

Within the social sciences, the human factor is studied through constructs such as attitude, knowledge, beliefs, and values. The sum of these, has a direct implication on the creation, modification of intentions and behavioral actions, therefore, the effectiveness of the process can be evaluated through the improvement of indices regarding the disease.

OBJECTIVE

This study sought to assess dairy farmers' perceptions of communication with veterinarians, the quality of information conveyed, and the effectiveness of prescribed activities.

Figure 3. In your opinion, how do you evaluate the recommendations made by the Veterinarian?

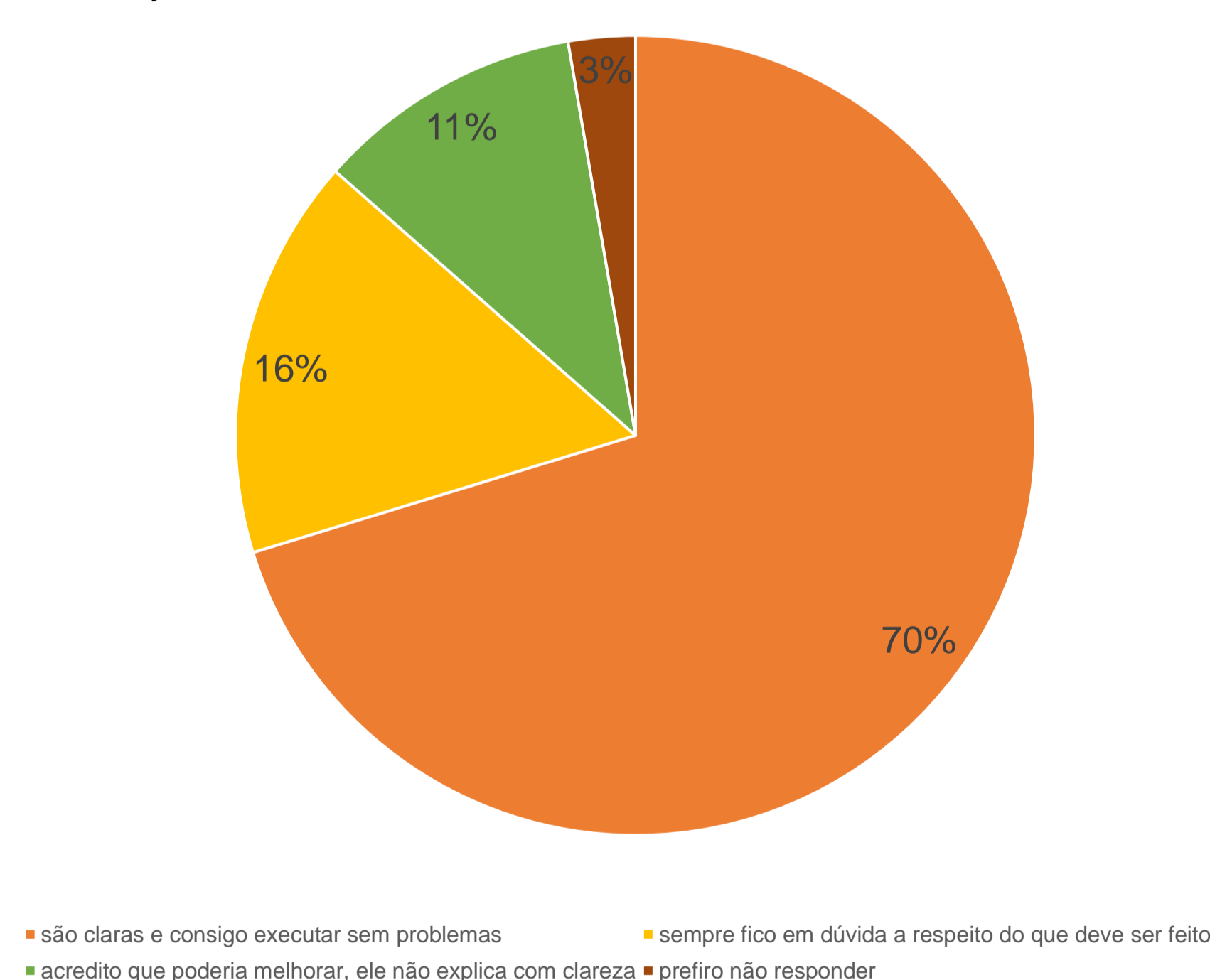
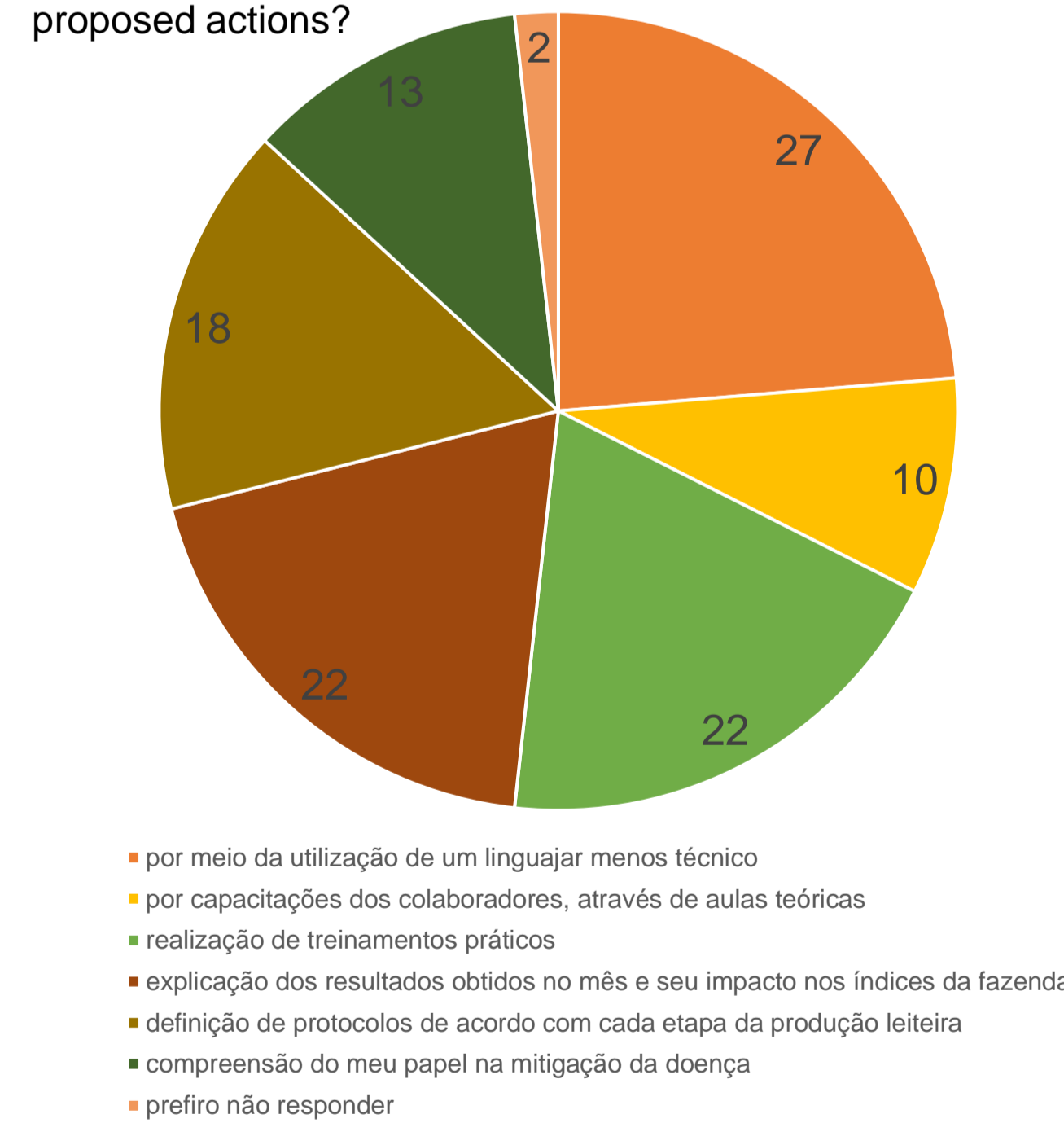


Figure 4. How do you believe that communication with the Veterinarian can become more effective in understanding the proposed actions?



In reviewing the outcomes of block II, despite the interviewees claiming to have a solid relationship and be able to follow the Veterinarian's directions, this contradicts the disease rates.

In this sense, Atkinson (2010) believes that veterinarians must develop strong trusting connections with their clients, which take time to strengthen through regular visits. According to Cipolla and Zecconi (2015), the manner in which information is conveyed conflicts with the farmer's vision and beliefs, influencing his behavior and attitude. Another aspect that may interfere with this process is motivation, which can be noticeable even in the presence of good communication.

MATERIAL AND METHODS

The study is descriptive using a questionnaire, prepared using Google Forms and emailed to dairy farmers in different locations of the country. It addressed structured questions regarding self-reported attitudes and practices, with multiples choices and easy-to-understand textual answers.

RESULTS AND DISCUSSION

The results were separated into two categories: I) perceptions of the disease, and II) communication between Veterinarians and farmers.

Figure 1. Producer's perception of the incidence of clinical and subclinical mastitis on their dairy farm.

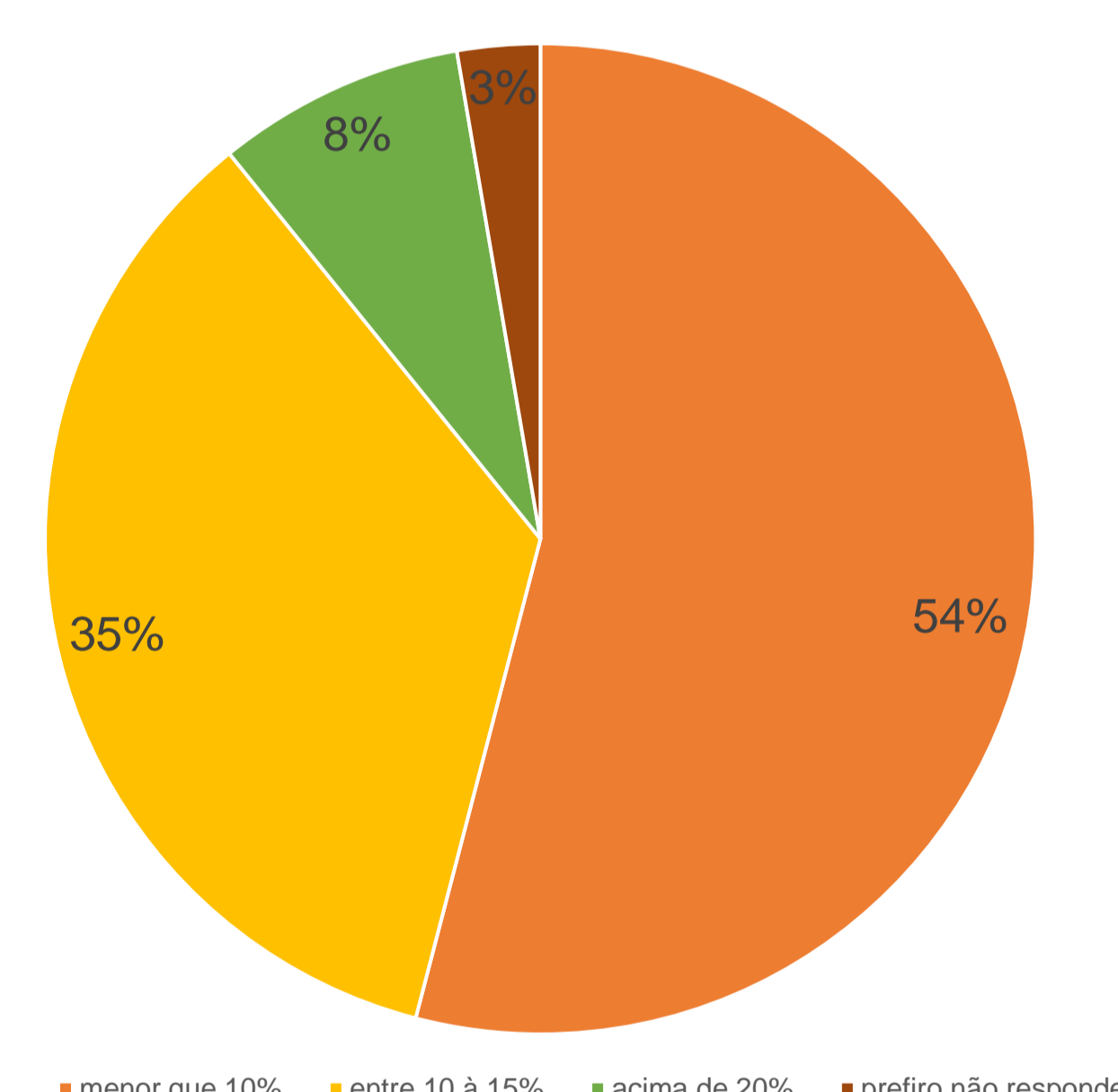
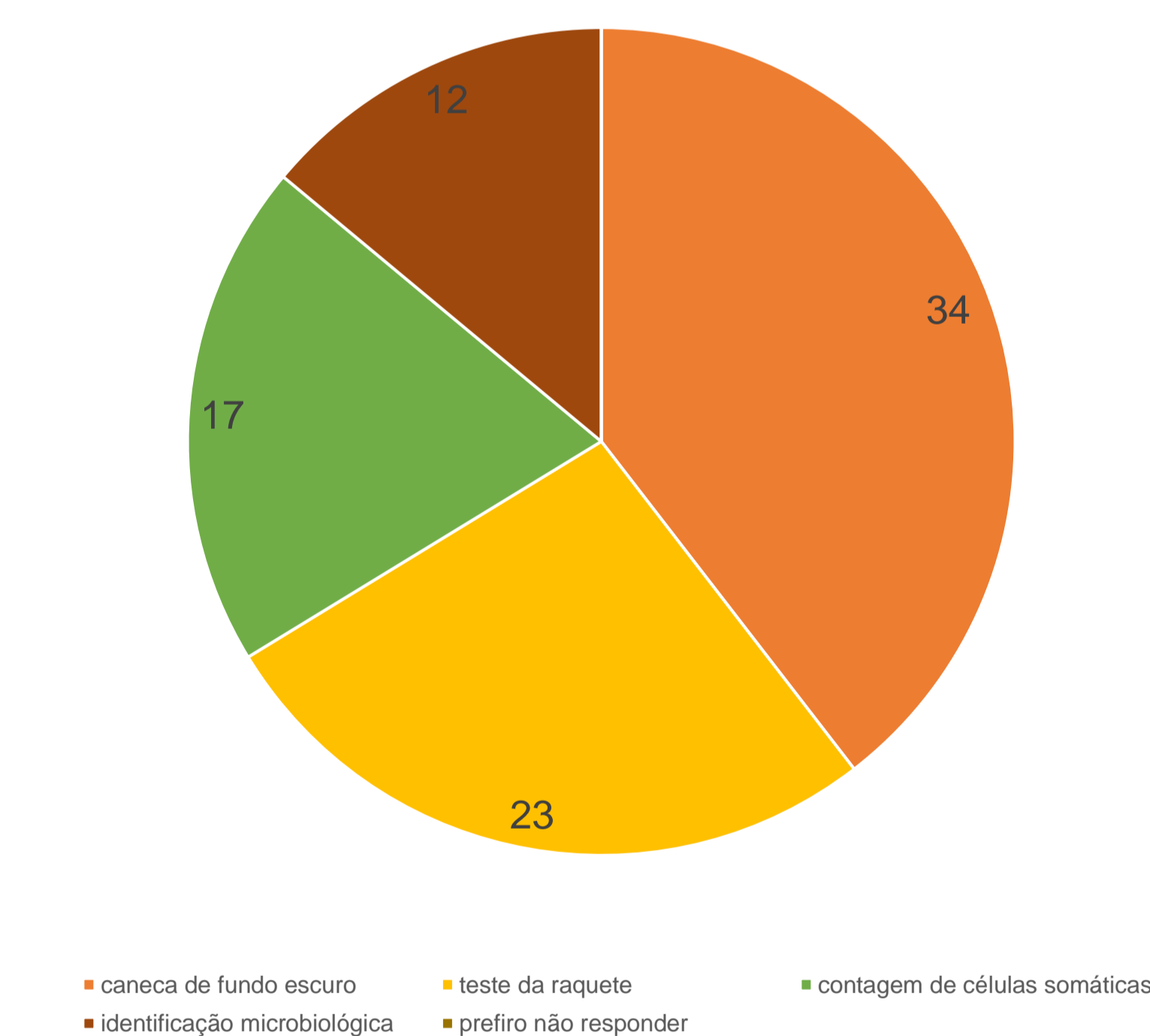


Figure 2. Which method(s) listed do you use to identify the disease on your property? (considering clinical and subclinical mastitis).



In the evaluation of Block I, it is possible to conclude that there were two distinct groups of responders. However, when analyzing the disease detection methods, employ the two greatest allies in inferring the sickness in the herd, indicating problems in the processing of this information.

Green et al. (2007) support this finding, demonstrating that the human component is critical to the efficacy of illness prevention methods. Furthermore, the producer must be motivated to participate in the process (Jansen et al., 2010).

CONCLUSION

The study emphasizes the need for clear communication and motivation; working on them is required to support illness prevention and cost-cutting efforts.