



Animal Health Ireland.ie



Methods Of Evaluation Of The CellCheck Programme

*Finola Mc Coy, AHI
CellCheck Programme Manager*

"It's confusing when I get different advice....who's right?"

"....nothing I do seems to work...."

"There's no coordinated approach"

"it's costing me a lot of moneytubes, penalties, dumping milk...."



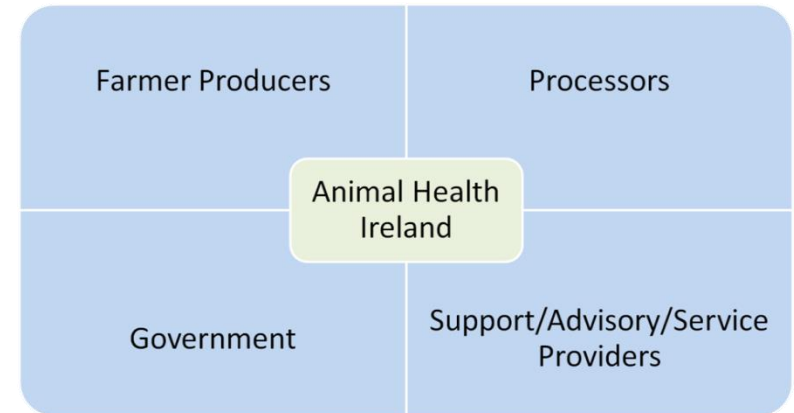


2015

QUOTA

What can CellCheck do to help?

- National udder health programme
- Led by Animal Health Ireland
- Involves the whole industry



Objective
=to reduce the average SCC of the national herd, in a sustainable way



CellCheck is not new science.....but using science in a new way

Building awareness

Building capacity

Establishing best practice



Setting goals

Evaluating change



'Evaluating Change'

1. Measure impact

- Industry progress
- Funding

2. Programme refinement

- Relevance
- Target resources
- Modify approach
- Archive activities

Evaluation-Qualitative or Quantitative?

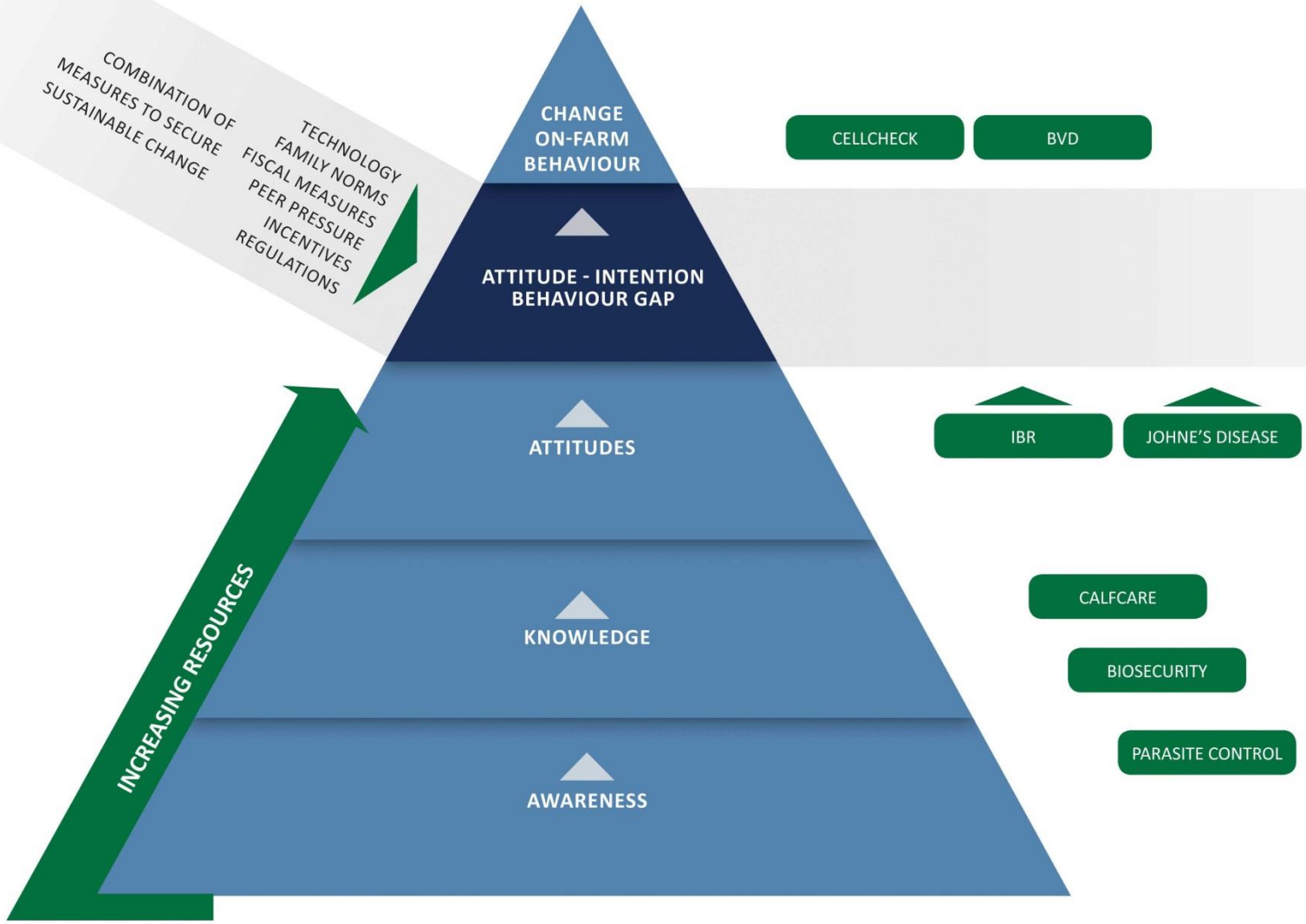
Qualitative = designed to reveal a target audience's range of behaviour, and the perceptions that drive it

WAY I FEEL
ARD TO
NTIFY!

HOW HARD -
ON A SCALE
OF ONE

Quantitative = gathers and statistically analyses numerical data





COMBINATION OF MEASURES TO SECURE SUSTAINABLE CHANGE

- TECHNOLOGY
- FAMILY NORMS
- FISCAL MEASURES
- PEER PRESSURE
- INCENTIVES
- REGULATIONS

CHANGE ON-FARM BEHAVIOUR

CELLCHECK

BVD

ATTITUDE - INTENTION BEHAVIOUR GAP

ATTITUDES

IBR

JOHNE'S DISEASE

KNOWLEDGE

CALFCARE

BIOSECURITY

PARASITE CONTROL

AWARENESS

INCREASING RESOURCES

1. Outcomes

2. Engagement

3. Practices

4. Attitudes

1. Outcomes

2. Engagement

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4. Attitudes

a. National SCC performance

- i. Milk recording data ('04-'14)
- ii. O'Connell et.al ('07-'11)
- iii. DAFM/ICBF/AHI MOU ('11-)

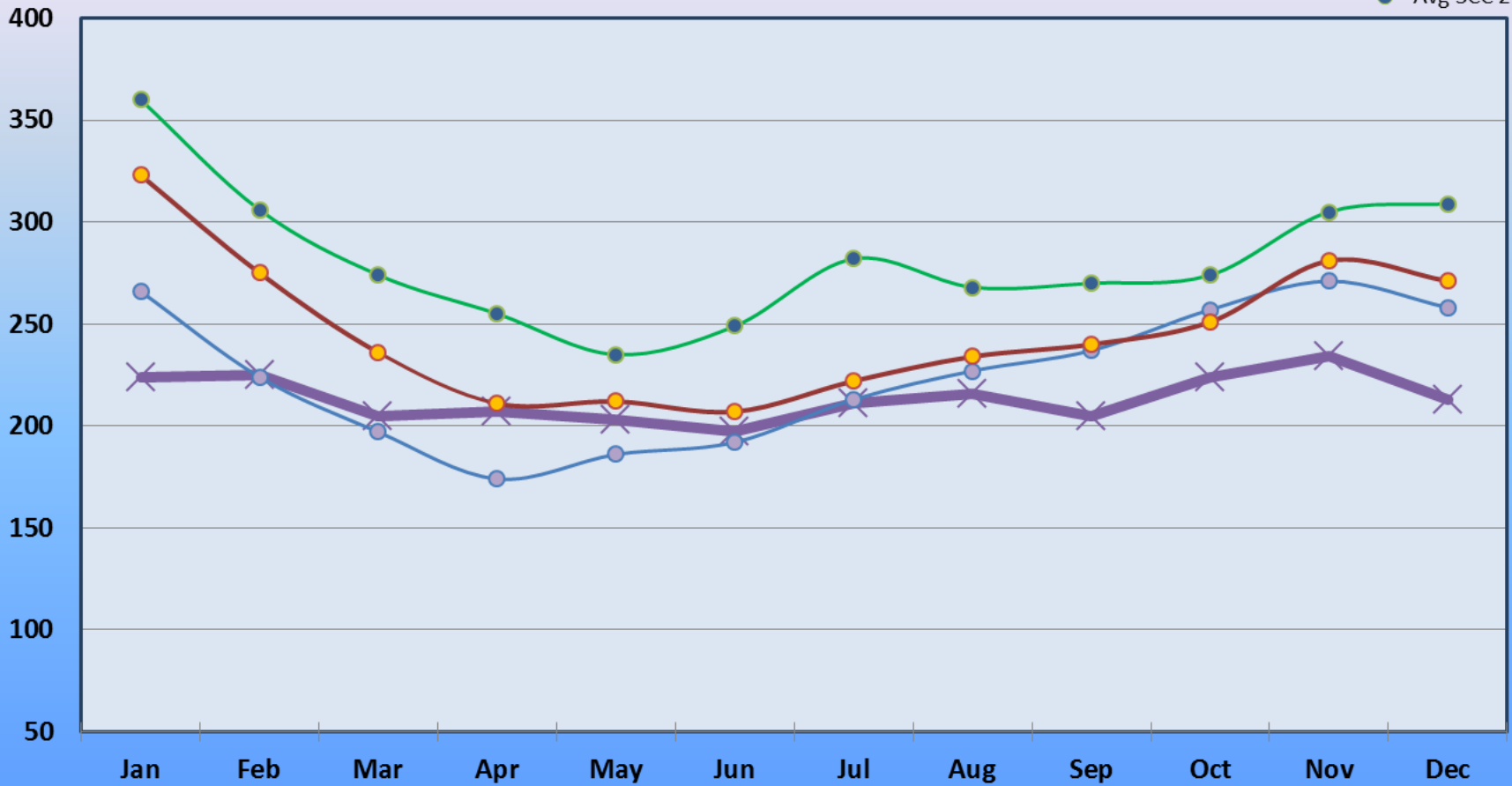
b. Workshop participant SCC results

c. Antibiotic consumption

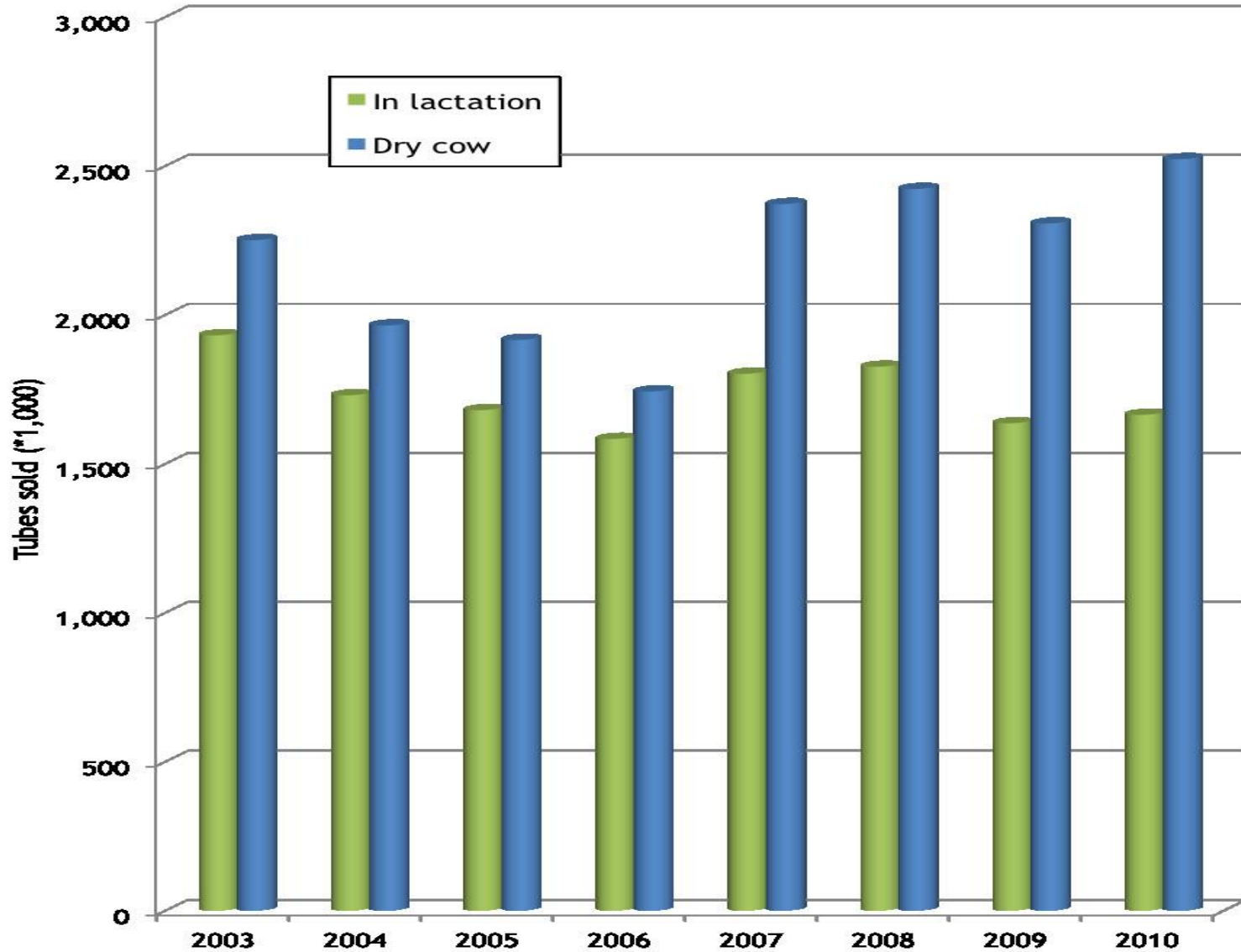
National Average Milk Recording SCC

SCC

- Avg SCC 2013
- Avg SCC 2012
- Avg SCC 2011
- Avg SCC 2010



Estimated levels of antibiotic use



1. Outcomes

2. Engagement

3. Practices

4. Attitudes

Farmers/Service Providers/Industry:

- ✓ Attendance at CellCheck events
- ✓ Numbers of Farmer Workshops delivered
- ✓ Circulation of monthly tips
- ✓ Website views
- ✓ Download of resources
- ✓ Farm Guideline sales

1. Outcomes

2. Engagement

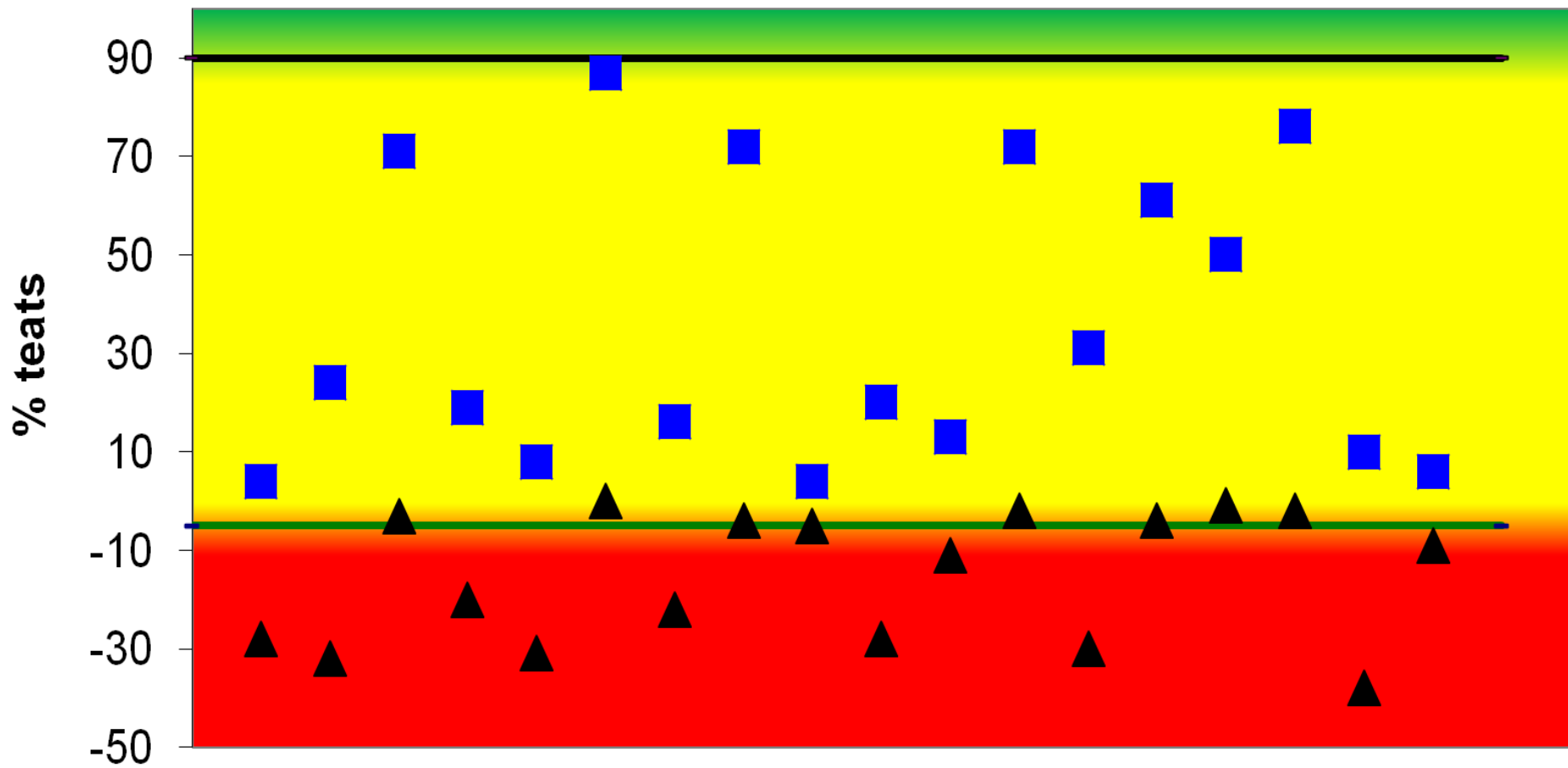
3. Practices

4. Attitudes

Famers/Service Providers/Industry:

- ✓ Adopted practices on farm
- ✓ Milk recording uptake
- ✓ Differential milk pricing policies
- ✓ Frequency of SCC testing/reporting
- ✓ Farmer information events
- ✓ Registered users of ICBF reports

Teat disinfection coverage



▲ teats missed

■ teats completely covered

— tolerance

— target

1. Outcomes

2. Engagement

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4. Attitudes



Preventive Veterinary Medicine

Volume 92, Issue 3, 15 November 2009, Pages 210–223

Special Issue: SVEPM 2008



Explaining mastitis incidence in Dutch dairy farming: The influence of farmers' attitudes and behaviour

J. Jansen^a,  , B.H.P. van den Borne^b, R.J. Renes^a, G. van Schaik^c, T.J.G.M. Lam^{c, d}, C. Leeuwis^a

- 336 dairy farms
- **Attitudes** explained **17-47%** of variance in mastitis indicators
- Self-reported **behaviours** explained **12-14%**

1. Outcomes

2. Engagement

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4. Attitudes

Farmers/Service Providers/Industry:

- ✓ Teagasc National Farm Survey
- ✓ PhD studies
- ✓ Event feedback forms
- ✓ Service provider focus groups

1. Outcomes

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“What if we don’t change at all ...
and something magical just happens?”



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Thank you for your attention