Growing Agri-Food KTT in Ontario

#growingKTT
Understanding the Hard to Reach Veterinarian

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#growingKTT
Improving the Canadian Dairy Industry

• Numerous industry programs developed to address animal health, improve animal care, and enhance food safety
Program Uptake and Impact

Program SUCCESS tied to farmer participation and on-farm adoption

Programs promote participation differently

- MANDATORY (CQM, proAction)
- VOLUNTARY (OJEMAP)
Program Uptake and Impact

• Industry relies heavily on veterinarians
  • ‘Most trusted source….’

• Numerous benefits
  • Animal health professionals
  • Established relationships with farmers
  • One-on-one communication opportunities
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• Limited, however, by veterinarian participation...all DON’T engage!
  • Inconsistent participation and/or delivery
  • Mixed messages
What are the characteristics of veterinarians who are:

- Easy to reach / high engagement
- Somewhat difficult / moderate engagement
- Hard to reach / low engagement
Methods: Thematic Analysis

- Identify past vet engagement
  - Reviewed program training status, # of risk assessments completed, memberships and subscription status

- Interview veterinarians in each engagement level
  - Conducted 90 min interview with 5 veterinarians in each engagement category to explore reasons for engagement, barriers to participation, and opportunities for improvement

- Survey Ontario vet clinics to check results
  - Electronic survey (n = 65) testing lessons learned from interviews and exploring veterinarian communication and engagement preferences
Results: Thematic Map

Factors Influencing Veterinary Engagement in Industry Program Delivery

Clinic Demographics
- Ongoing Activities & Initiatives (day to day practice)
- Team Structure
  - Staffing Capacity (admin*) (Sole practitioner vs. team)
- Team Dynamic
  - Personal Traits (e.g. age, gender, time in practice)

Veterinarian Demographics
- Personality (e.g. authoritative and confident vs. quiet and reserved)

Program Delivery
- Role
  - Content
  - Training & Support
  - Perceived Importance of Issue

Veterinarian Mindset
- Perceived Role
Results: 4 KEY Determinants

- Clinic demographics
- Veterinarian demographics
- Program structure and delivery
- Veterinarian mindset
Clinic Demographics

• The size and set up of each vet clinic influences engagement

• Consider:
  • Ongoing activities and initiatives – day to day practice
  • Staff capacity – administrative, availability, sole practitioner vs. team
  • Team structure – clinic champion or divide and conquer
  • Number of dairy clients

• Poorly engaged veterinarians tended to be from single-person clinics with low administrative support and a variable number of dairy clients
Veterinarian Demographics

• The personal characteristics of each vet will influence engagement

• Consider:
  • Age and time in practice
  • Personality - authoritative and confident vs. quiet and reserved
  • Number of dairy clients and role in clinic - herd health vs. emergency

• Poorly engaged veterinarians tended to be more quiet and reserved, had fewer herd health dairy clients and were more recent graduates
Veterinarian Mindset

• The mindset of each vet will influence engagement

• Consider their perception of:
  • How important the issue is
  • Their role in the program
  • How will their required role fits with their existing role

• Poorly engaged veterinarians felt the program/issue was less of a priority, and felt the desired role was too much effort and was over and above that of their current role as herd health vet
Program Structure & Delivery

• The structure of the program will influence engagement

• Consider:
  • The content and focus of the program
  • The level of training and support offered to vets
  • The role you are asking the vet to assume

• Poorly engaged veterinarians felt the time commitment was too high, that previous training/support was insufficient, which led them to feeling overwhelmed and underprepared in past programs
Consult with and educate veterinarians about their desired role
Need to Know:
Using veterinarians in program delivery

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Articulate the need for the program and veterinarian involvement
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- Consult with and educate veterinarians about their desired role
- Articulate the need for the program and veterinarian involvement
- Be explicit about the benefits of participation for vets and farmers
Need to Know: Using veterinarians in program delivery

- Consult with and educate veterinarians about their desired role
- Articulate the need for the program and veterinarian involvement
- Be explicit about the benefits of participation for vets and farmers
- Reduce administrative burden
Need to Know:
Using veterinarians in program delivery

- Consult with and educate veterinarians about their desired role
- Articulate the need for the program and veterinarian involvement
- Be explicit about the benefits of participation for vets and farmers
- Reduce administrative burden
- Invest in training and support
Need to Know:
Using veterinarians in program delivery

- Consult with and educate veterinarians about their desired role
- Articulate the need for the program and veterinarian involvement
- Be explicit about the benefits of participation for vets and farmers
- Reduce administrative burden
- Invest in training and support
- Provide routine feedback and respond to questions and concerns
Questions?

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