

# Growing Agri-Food KTT in Ontario

#growingKTT



# Understanding the Hard to Reach Veterinarian

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# Improving the Canadian Dairy Industry

- Numerous industry programs developed to address animal health, improve animal care, and enhance food safety



*Johne's Education & Management Assistance Program*

Phase I of the Ontario Johne's Program is now complete. We wish to thank those who participated in the program.



# 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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  - One-on-one communication opportunities
- 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

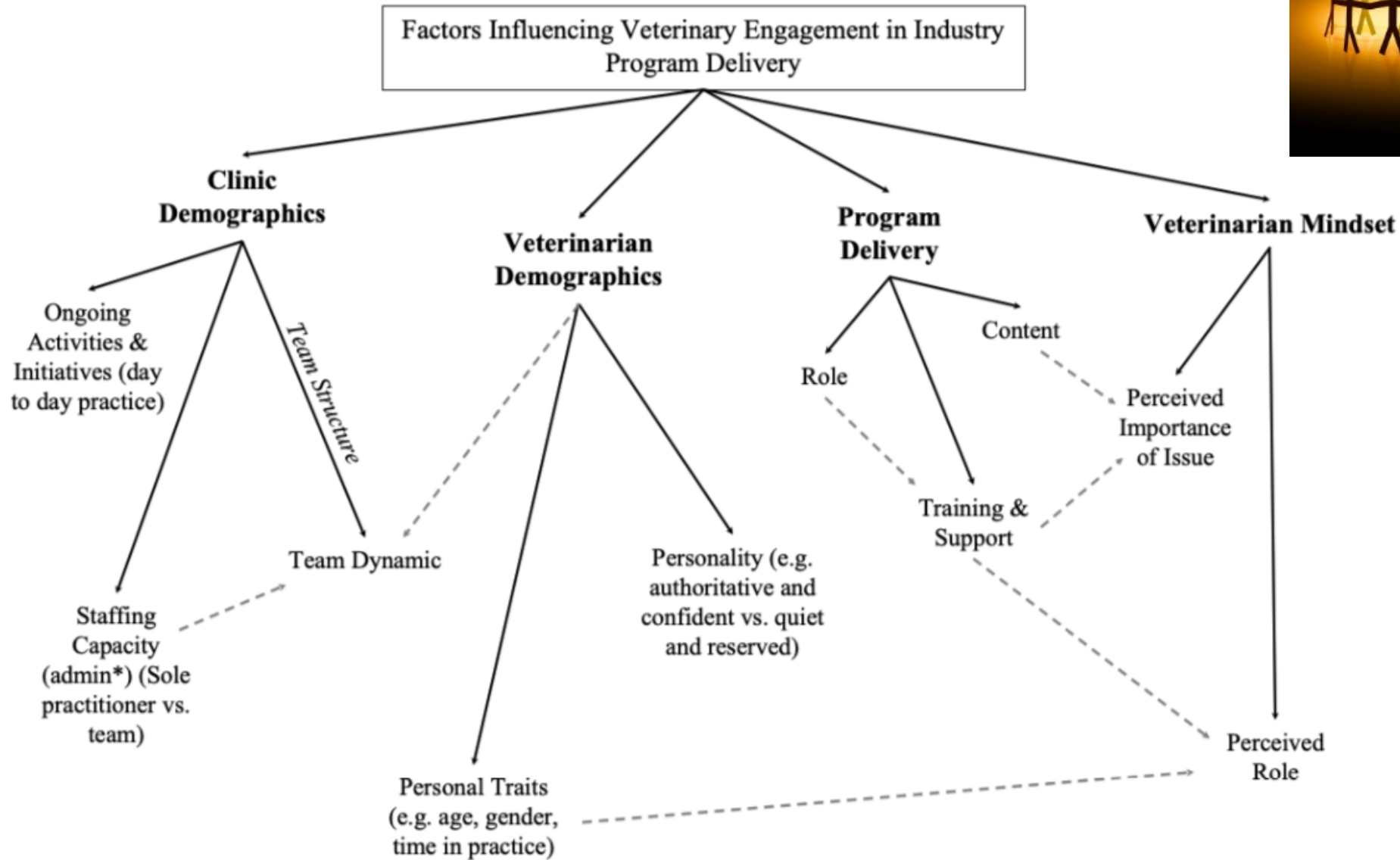
Conducted 90 min **interview** with 5 veterinarians in each engagement category to explore reasons for engagement, barriers to participation, and opportunities for improvement

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



# 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



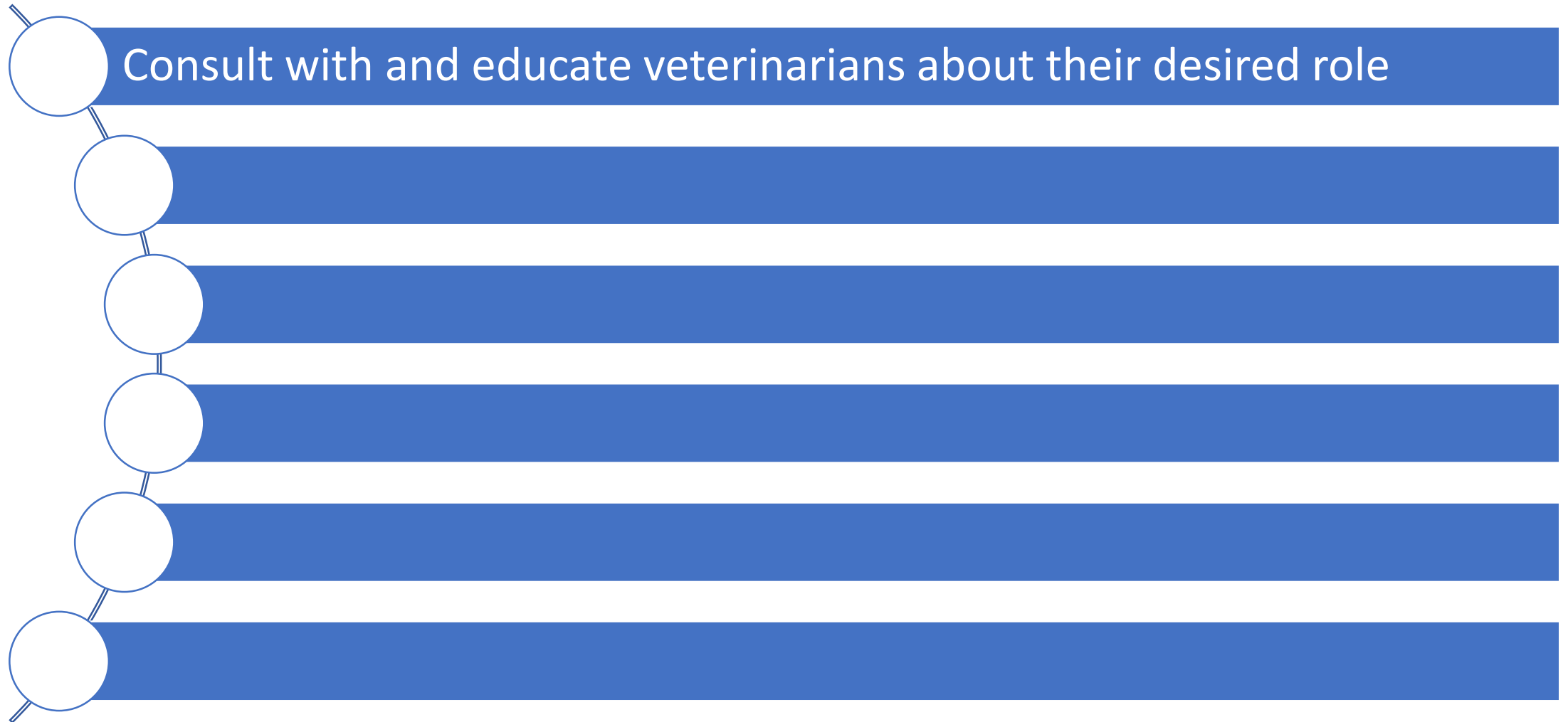
- The mindset of each vet will influence engagement
- Consider their perception of:
  - How important the issue is
  - Their role in the program
  - How will their required role fits with their existing role
- **Poorly engaged veterinarians felt the program/issue was less of a priority, and felt the desired role was too much effort and was over and above that of their current role as herd health vet**

# Program Structure & Delivery

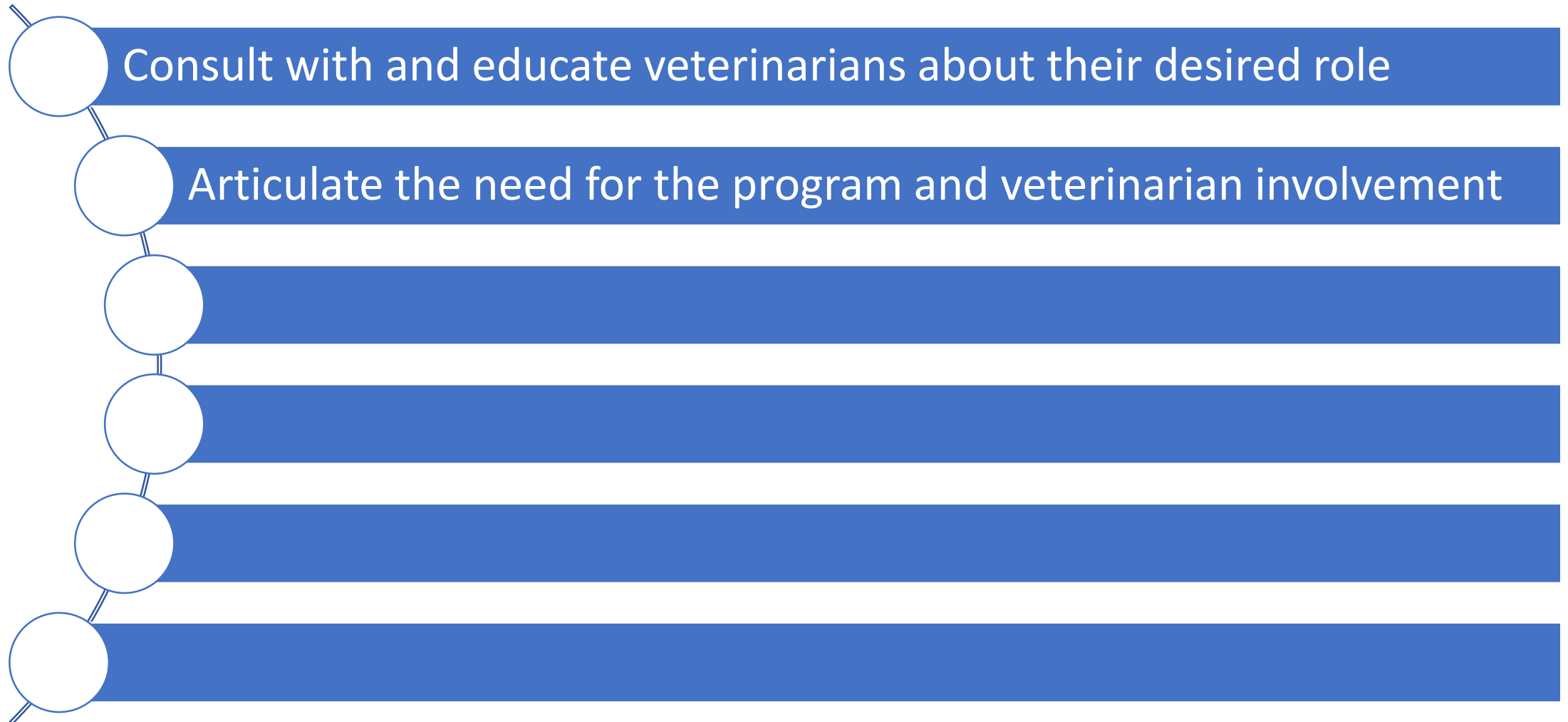
- The structure of the program will influence engagement
- Consider:
  - The content and focus of the program
  - The level of training and support offered to vets
  - The role you are asking the vet to assume
- **Poorly engaged veterinarians felt the time commitment was too high, that previous training/support was insufficient, which led them to feeling overwhelmed and underprepared in past programs**



# Need to Know: Using veterinarians in program delivery



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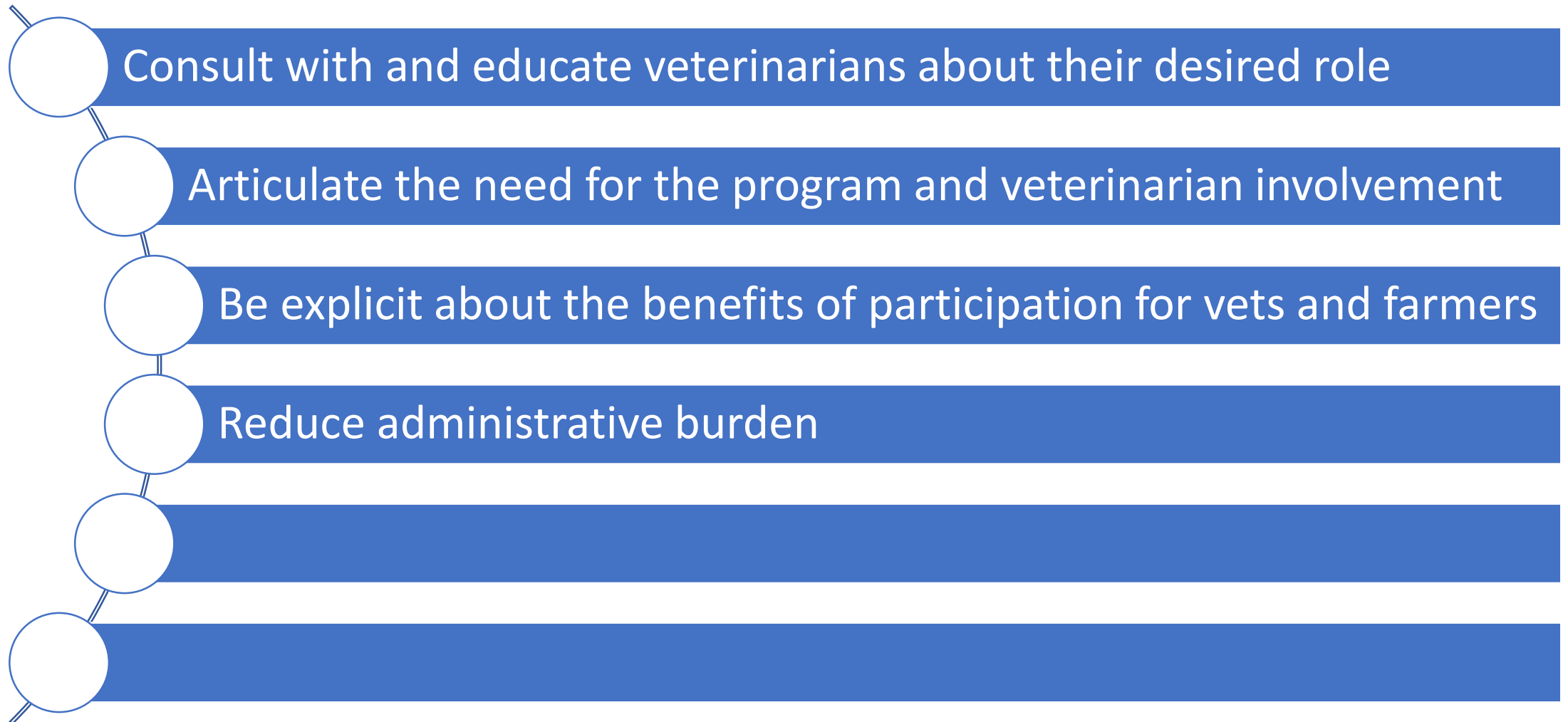




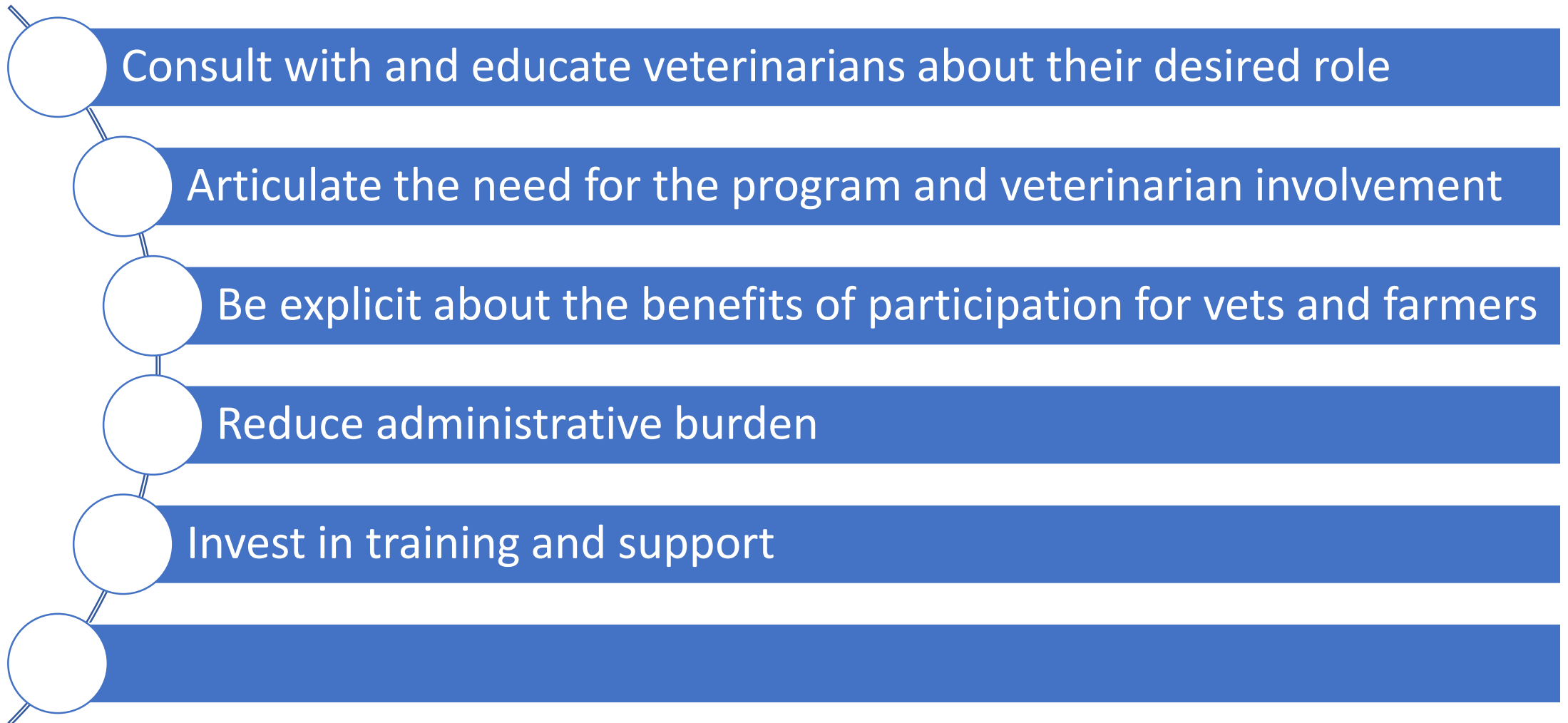
# Need to Know: Using veterinarians in program delivery

- 
- 1 Consult with and educate veterinarians about their desired role
  - 2 Articulate the need for the program and veterinarian involvement
  - 3 Be explicit about the benefits of participation for vets and farmers
  - 4
  - 5
  - 6

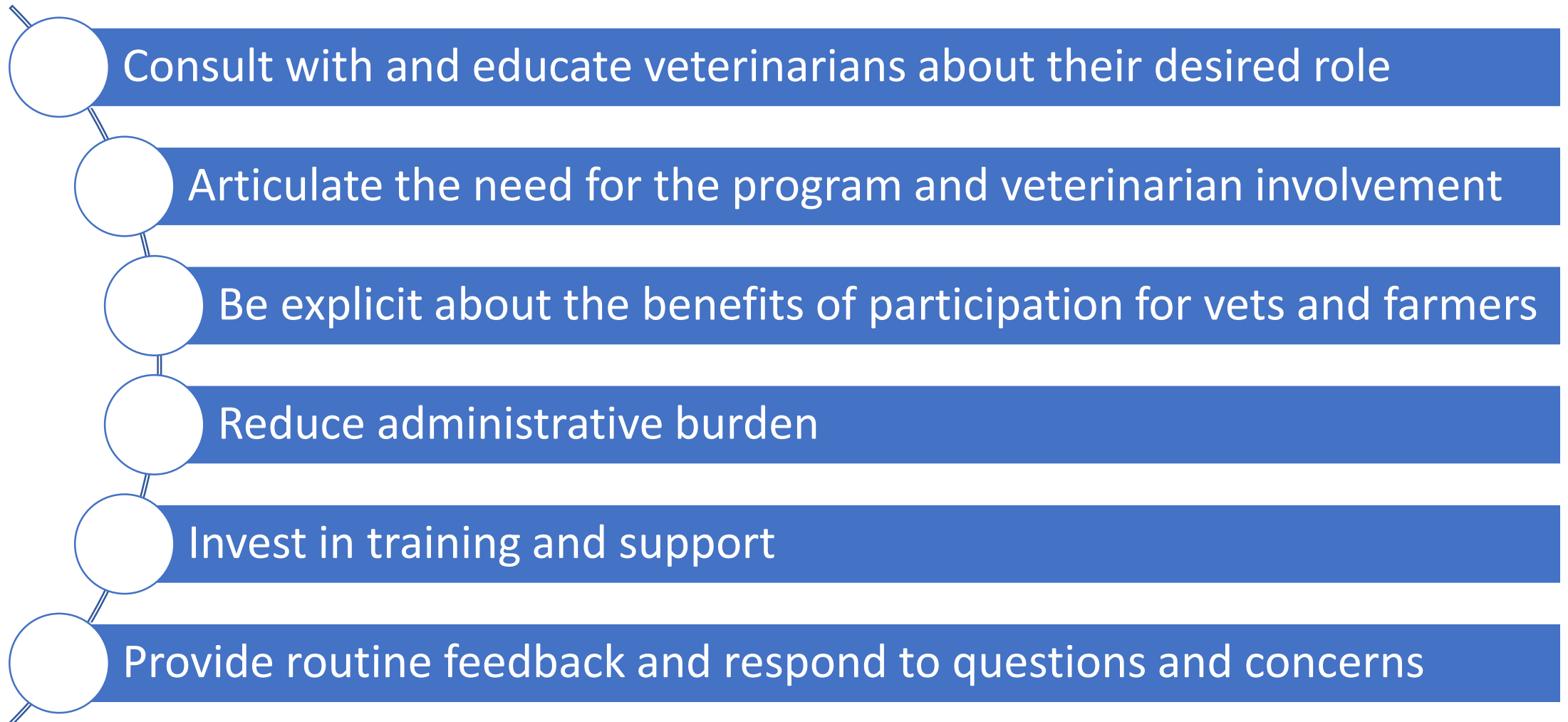
# Need to Know: Using veterinarians in program delivery

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- 1. Consult with and educate veterinarians about their desired role
  - 2. Articulate the need for the program and veterinarian involvement
  - 3. Be explicit about the benefits of participation for vets and farmers
  - 4. Reduce administrative burden
  - 5.
  - 6.

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  - Invest in training and support
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  - 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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