Collaborative Approaches to Research Communication

Steven Roche
ACER Consulting
December 5th, 2019
About Me

• Director & Principal of ACER Consulting
• Adjunct faculty at the Ontario Veterinary College

• Special interests in:
  • Extension / knowledge translation and transfer
  • Understanding producer and veterinarian mindset
  • Influencing on-farm behaviours to improve animal health
Agricultural Communications & Epidemiological Research


Research & Analysis
We are epidemiologists who seek to understand and improve human and animal health.

Scientific Communication
We design programs and tools that translate science into clear messages to inform your audience.

Education & Training
We develop and deliver training programs to build knowledge, influence attitudes, and motivate change.
We develop, implement, and evaluate communication programs and tools.

- Technical and plain language writing
- Educational toolkit development
- Tracking and evaluation
Keys to Effective Transfer

Know Your Audience

Tell A Story
Change Is More Than Knowledge

We assume education & awareness are lacking AND That behavioural decisions are rational

That was a very well laid out, rational point. But I will still hold to my emotional opinion based on no facts or evidence.
Change Is More Than Knowledge

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

Sister,
I feel bad when you're talking because I’m nodding my head, but I’m not listening.

“Give it to me straight, Doc. How long do I have to ignore your advice?”
Building a narrative around your work:

• Provides context and practical application
• Offers insights about social norms, attitudes, and experiences
• Packages advice and recommendations in an engaging way
• Our brains are wired to grab on to stories

Stories are key to sticky messages!

Stories Convey So Much
Choose Your Method

VISUAL IDENTITY

VIDEO

PRESS RELATIONS

PROJECT WEBSITE

SOCIAL MEDIA

PRINT & WEB MATERIALS
Case Examples
National Dairy Study

- Investigated health, management, and production of Canadian dairy herds

- ACER helped design the survey, analyze and publish results, and mobilize the knowledge gained
National Dairy Study

www.nationaldairystudy.ca
How do producers use social media?
Johne’s Disease in Canadian Dairy Herds

• Investigated producer barriers to adopting recommendations

• Designed, implemented, and evaluated an extension program

• Explored differences in program participants and non-participants

• Created an educational video series (www.johnes.ca)
Supporting Peer Learning

- Round-table discussions
- Interaction with content experts
- Farm tours
- Supporting Peer Learning
Barriers to Adoption

Research Question: What are the barriers to implementing on-farm recommendations for Johne’s Disease (JD) control for Ontario dairy producers?

Theme 1: Barriers to Adoption of JD Control Measures

Subtheme: Intrinsic Barriers
- Priority
  - Public Perception of JD
  - Perception of JD as a problem
- Motivation to Adopt JD Control Measures
- Perception of the Practicality of JD Control Recommendations
  - Perception of JD as a problem

Subtheme: Physical Resources
- Time
- Infrastructure
- Money
Overcoming Challenges in Male Dairy Calves

Top 5 Must Haves

- Bodyweight
- Level of Dehydration
- Navels
- No Diarrhea
- Colostrum Management

Watch here: bit.ly/2RjS3YO
Social Media Response
Video Engagement

- Over 45,000 views across 26 educational videos

- Views from 130 countries:
  - 55% Canadian views; remainder from Chile - Germany - Morocco - Australia
30 Years of Milk Quality

Figure 1: Ontario Monthly Weighted BMSCC from 1985-2011
Bringing Milk Quality to Life

Watch Here: bit.ly/BTSCC17
Podcasts!

Over 30 podcasts in 2019 on:

• Antimicrobial resistance and stewardship
• Culling and assessing fitness for transport
• Lameness, injuries, and high priority dairy cattle care issues
Stay Tuned!

Living Systematic Reviews on AMU
• A growing body of evidence tailored to your learning preferences

Influencing Culling Decision-Making
• Effects of different types of training on fitness for transport on producer:
  • Knowledge, attitudes, behaviours
We seek to understand and improve animal health
We design programs and tools that translate science into clear messages
We deliver training programs to build knowledge, influence attitudes, and motivate change

www.acerconsult.ca
sroche@acerconsult.ca
@ACERConsult