Identifying the obstacles for achieving improvements in lamb mortality rates

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Outline

LAMB MORTALITY
- Risk factors

KNOWLEDGE TRANSFER

MANAGEMENT CHANGE

FARM
- Socio-economics
- Physical attributes
- Farmers’ personal and psychological attributes
Stillbirth rates and early neonatal mortality rates in NSRS flocks

(2153 flocks >50 lambing ewes in 2010)
Stillbirth rates and early neonatal mortality rates in NSRS flocks
(1928 flocks >50 ewes in 2009 and 2010)

\[ r = 0.43 \]

\[ r = 0.40 \]
Flock level preventive factors identified

Norway (Holmøy et al. 2010)
- Continuous monitoring and ewes and lambs
- Active support to ensure sufficient colostrum intake
- Feeding a combination of hay and silage
- Supply roughage more than once daily
- Farmer – more than 15 years experience in sheep farming

UK (Binns et al. 2002)
- Housed at lambing
- Less than 900 ewes
- Treat sick lambs with electrolytes
- Provide new bedding for lambing pens daily
Knowledge transfer

Communication skills (Kristensen and Jakobsen, 2011)
• Caring and empathy
• Dedication and commitment
• Competence and expertise
• Honesty and openness

• Influencing is a proactive process - requires persuasion skills
• Identify common motivations

Communication strategy
• Tailored according to attributes of decision-maker:
  o Goals and values
  o Psychological factors
Farmers’ goals and values

Goals and values of farmers (Gasson, 1973):
• Instrumental: income
• Social: family, belonging, recognition
• Expressive: pride, self-respect
• Intrinsic: enjoyment, lifestyle, independence

Predominantly intrinsic: way of life, independence, performance

Qualitative approach

Do-it-yourselfers
- Active and well informed
- Critical attitude towards external information
- Pragmatic/business-like relationship with vet
- Farm magazines

Reclusive traditionalists
- Inward oriented
- Do not like interference
- Few contacts/alliances
- Poor relationship with advisors
- Farm magazines

Open to information

Proactivists
- Outward oriented
- Well informed
- Interested in new developments
- Positive relationship with vet
- Internet

Wait-and-see’ers
- Open for advice, but rarely acts on own initiative
- Reluctant about change
- Positive relationship with vet
- Farm magazines and mail

Distrust

Trust

Closed to information

(Jansen et al, 2010)
Quantitative approach

Communication skills

Perceived behavioural control

Subjective norms

Attitudes

Intentions

Behaviour

Theory of Planned Behaviour (Ajzen, 1985)

Tailored communication strategy

Lamb survival

Quantitative approach

Communication skills

Perceived behavioural control

Subjective norms

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Theory of Planned Behaviour (Ajzen, 1985)

Tailored communication strategy

Lamb survival
Thank you for your attention!

Photo: Grethe Ringdal, Animalia
Literature:


