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

<table>
<thead>
<tr>
<th>Norway (Holmøy et al. 2010)</th>
<th>UK (Binns et al. 2002)</th>
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<tbody>
<tr>
<td>• Continuous monitoring and ewes and lambs</td>
<td>• Housed at lambing</td>
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<td>• Active support to ensure sufficient colostrum intake</td>
<td>• Less than 900 ewes</td>
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<td>• Feeding a combination of hay and silage</td>
<td>• Treat sick lambs with electrolytes</td>
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<td>• Supply roughage more than once daily</td>
<td>• Provide new bedding for lambing pens daily</td>
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<td>• Farmer – more than 15 years experience in sheep farming</td>
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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

**Motivation of Norwegian sheep farmers, 2014:**

[www.animalwelfarenorway.com/sheephouse-f-rebygg](http://www.animalwelfarenorway.com/sheephouse-f-rebygg)
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

**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

(Jansen et al, 2010)
Quantitative approach

Communication skills

Attitudes

Subjective norms

Perceived behavioural control

Intentions

Behaviour

Lamb survival

Theory of Planned Behaviour (Ajzen, 1985)
Thank you for your attention!

Photo: Grethe Ringdal, Animalia
Literature:


