

APPENDIX 7 – PROTECT AUSTRALIAN LIVESTOCK CAMPAIGN

AHA has managed *Spot the Risk* and is managing *Farm Biosecurity* (communication campaigns) for its members as part of the Protect Australian Livestock Campaign which is a core funded program of \$250,000pa. These national campaigns are designed to encourage livestock producers to implement appropriate biosecurity as part of normal farm and enterprise practice to minimise the risk of an emergency animal disease.

'Spot the Risk'

The *Spot the Risk* campaign commenced in 2001 and was preceded by the Protect Australian Livestock Week. The campaign developed and delivered a number of products including posters, brochures and fridge magnets to livestock producers, with the key messages of:

- "Look, check, ask a vet"
- "If you see something unusual call the Emergency Animal Disease Watch Hotline on 1800 675 888"
- "Protect your stock from the risk of emergency animal diseases."

These products were supported by regular articles in industry publications and media releases targeting key rural and regional media.

Spot the risks!
Protect your stock from the risk of emergency animal diseases.

New arrivals:
isolate and monitor introduced horses for 10 days, treat for parasites.

Management:
group horses by age or use, avoid contact with neighbouring horses with double fences, don't share feed and water buckets when off property.

Hygiene:
clean & disinfect equipment (eg. tooth rasps & stomach tubes) after each use, use fresh needles and syringes for each horse.

Protect health:
control insects and rodents, give full course of vaccinations and boosters for tetanus, strangles and equine herpes virus.

Good livestock farming practices make good sense.
If you spot unusual disease symptoms, abnormal behaviour or unexpected deaths in your horses, immediately call your veterinarian, stock inspector, or the Emergency Disease Watch Hotline on 1800 675 888.

Look. Check. Ask a Vet.

AnimalHealth AUSTRALIA

The poster features several circular images: a horse running in a field, a horse being ridden, and two horses grazing. The text is arranged in a circular pattern around these images, with the 'Spot the risks!' slogan repeated in a circular graphic at the top left and bottom right.

Evaluation

The effectiveness of the campaign was regularly reviewed with the campaign consultant and the governments and livestock industries. External evaluations of the campaign were conducted in 2003, 2004 and 2005 which showed between 20 and 30 per cent of livestock producers surveyed were aware of the campaign and its key biosecurity messages. Information from these evaluations was incorporated into the campaign to improve its effectiveness.

In late 2006, AHA conducted a review of the *Spot the Risk* campaign with government and livestock industries, which identified that the campaign had reached the end of its potential and there was a need to further broaden the communication messages to include more general biosecurity messages to livestock producers. The *Spot the Risk* campaign ended in June 2007.

'Farm Biosecurity'

Results from the national research (conducted in March 2007 involving telephone interviews with livestock producers from 14 livestock industries) were used in the creation and refinement of the new communication campaign. The main aim of the research was to understand the issues and behaviour of producers in relation to on-farm biosecurity and disease mitigation, and identify tactics that could be used to alter farmer behaviour.

In addition, an issues audit was conducted by AHA with all its government and livestock industry members, to understand the environment influencing on-farm biosecurity practices, with a view to determining:

- The key challenges to good biosecurity in every day practice
- The most effective ways to communicate with livestock producers, appreciating the differences between different jurisdictions and industries
- The broader issues occupying the minds of livestock producers, jurisdictions, industries and other stakeholders
- How a new communication campaign could link to and support existing jurisdiction and industry activities.

This information was used in the development of the *Farm Biosecurity* communication campaign which was subsequently approved by AHA members.

Implementation of the campaign

Farm Biosecurity - secure your farm – secure your future commenced in July 2007. There is now a website (www.farmbiosecurity.com.au) which is the hub of all communication activity (given that the research showed that 70% of livestock producers surveyed used the internet in the management of their farm or enterprise). The website is a portal for livestock producers to access information on biosecurity which is continually being enhanced with links to government and industry websites and highlights the five key biosecurity risks identified in the issues audit:

- Animal movement (including fencing)
- Feed
- Water

- People movement
- Pests.

Other products developed include a monthly *Farm Biosecurity* e-newsletter which is designed for government agencies and industries to ‘pass’ along their various communication channels, a visitor register pad and a flyer. AHA is working with Plant Health Australia and the Australian Honey Bee Industry Council to develop a *Farm Biosecurity* brochure for the bee industry – *Secure your hive – secure your future*. The brochure will be distributed by government agencies as part of the beekeeper registration process.



Media relations are a key component of *Farm Biosecurity*. Scheduled media releases targeting one of the key biosecurity risk areas are distributed to targeted contacts and the rural and regional media. Given the heightened awareness of biosecurity as a result of the equine influenza outbreak – *Farm Biosecurity* media releases have been receiving excellent coverage. By getting *Farm Biosecurity* messages picked up in the media – the reach of the campaign is being greatly increased and exposes a wider audience such as small landholders (who may not see themselves as members of the livestock industry associations) to the important biosecurity messages.

The next stage of the campaign will be to investigate the possibility of working with a commercial alliance partner (an organisation with a strong rural and regional network) to further broaden the reach and scope of *Farm Biosecurity*.