

# Communications ideas

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## How can we best communicate or demonstrate the benefits of controlling Johne's Disease to help drive wider engagement?

- Have a stick and carrot approach with engaged purchasers (incentives and clear guidance on buying policies)
- Illustrate what the future might look like (with / without JD control)
- Have JD ambassadors to give real life examples, choosing one of the 6 strategies
- Centralised database to log prevalence // to BVD Free scheme
- Highlight knock-on effects of JD on the whole herd
- Consider how to engage the 'harder to reach' farmer:
  - Biosecurity and herd health planning for ALL disease management (not just JD)
  - Do one thing at a time
- Consider terminology – e.g. biosecurity not very inspiring – think about other ways of saying the same thing
- Cross industry collaboration and a united approach
- Red Tractor – back national assurance scheme

## How can we best communicate or demonstrate the benefits of controlling Johnes' Disease to help drive wider engagement?

- What are the key drivers?
  - Profit / finance?
  - Welfare
  - Farmer types for message prep
- Communication channels to use:
  - Phone – text messages
  - Email
  - Post
  - Websites
  - Face to face contact with vets, consultants and other people who go up the farm drive