

## **Biosecurity Messaging: What do the recipients of our messages think?**

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Preventing animal disease prevents associated mortalities having to cope with disposal. Because of this sequence of events, every government agency dealing with animal agriculture and every land grant university Cooperative Extension website has messages about reducing risks for foreign animal disease agents on farms. The purpose of this presentation is to combine the results of three studies and highlight what we learned about what we say, how we say it, and what our producer constituents' think of and do with our messages about biosecurity. One study examined every US state department of agriculture, cooperative extension and government agency website materials for biosecurity recommendations for all agricultural animal species. The second study looked at a biosecurity risk assessment tool and tested it on large dairy farms. The third study examined replacement animal purchasing practices and inherent risks associated with them, what producers do with test information and their subsequent biosecurity practices. Examination of biosecurity recommendations across the US showed differences in the messages in both content and extent. The biosecurity assessment tool revealed risky practices on some large dairy farms but little desire to make changes. When given results of endemic disease test results from purchased cattle, producers would make few changes to their cattle purchasing practices despite diseases found. Mixed messages, risk perception and competing priorities can thwart our biosecurity messages' intent.

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