

## Notifier engagement-

**ABARES making General Surveillance Work project**

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PIRSA

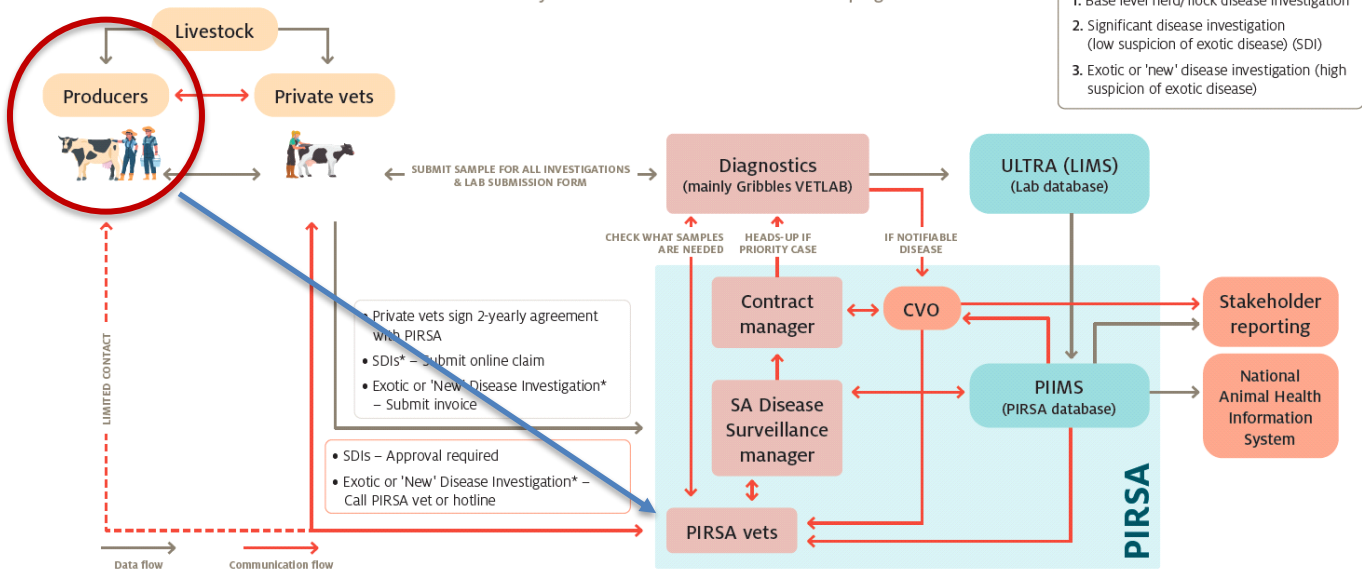
9<sup>th</sup> Septemeber 2021



## SA Rural Practitioner Enhanced Disease Surveillance Program

### The data & communication flow process

Funded by SA Government's Disease Surveillance program



# South Australia “Notifier engagement “ case study

## What is “notifier engagement” ?

- Who are the notifiers in our Surveillance roles ?
- **Producers**
- **Peers**
- Public generally
- Levels of Govt
- International trading partners
- Issues similar to some other States in Australia



This is one method of stakeholder engagement

# How do we get “notifiers” to notify us?

My experience has been with producers, Industry groups ,  
, Veterinary practitioners, students over 40 years as a rural veterinarian in several countries.

1. Establish and develop a relationship
  - ❖ “I am interested in your business / situation- can you explain it to me?”
  - ❖ “I think I can help”
2. People will talk to other people that they know and trust
3. It takes time, credibility, effort, interest and repeated exposures
4. Initial contact often established through some other program, eg footrot, swill feed audits , workshops



# How do we get “notifiers” to notify us?

Most of us respond to both positive and negative messages

1. I am a friend, I can help
2. The policeman- I wear a uniform and there are laws and penalties about this.
  - Some of these diseases are pretty scary- you don't want to pass this on do you?

## Methods suit the audience

- Workshops
- Farm, property, business or facility visits
- Investigations , case reports
- Community involvement / emergency responses / Service organisations, other networks





## Some brief case reports

Feedlot cattle.

T 49C, 10<sup>th</sup> Feb, Swan Reach

What did they die from?



Flinders Ranges – great grazing country, nothing gets sick out here!  
Right?  
Wrong.





120 young twin bearing ewes  
and some rams dead- Vet  
notification

## Some brief case reports



SOUTH  
AUSTRALIA

## Methods suit the audience

- Training opportunities for Vets and students



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