

Veterinary Communication for Development

Tarni Cooper

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The University of Queensland, Gatton
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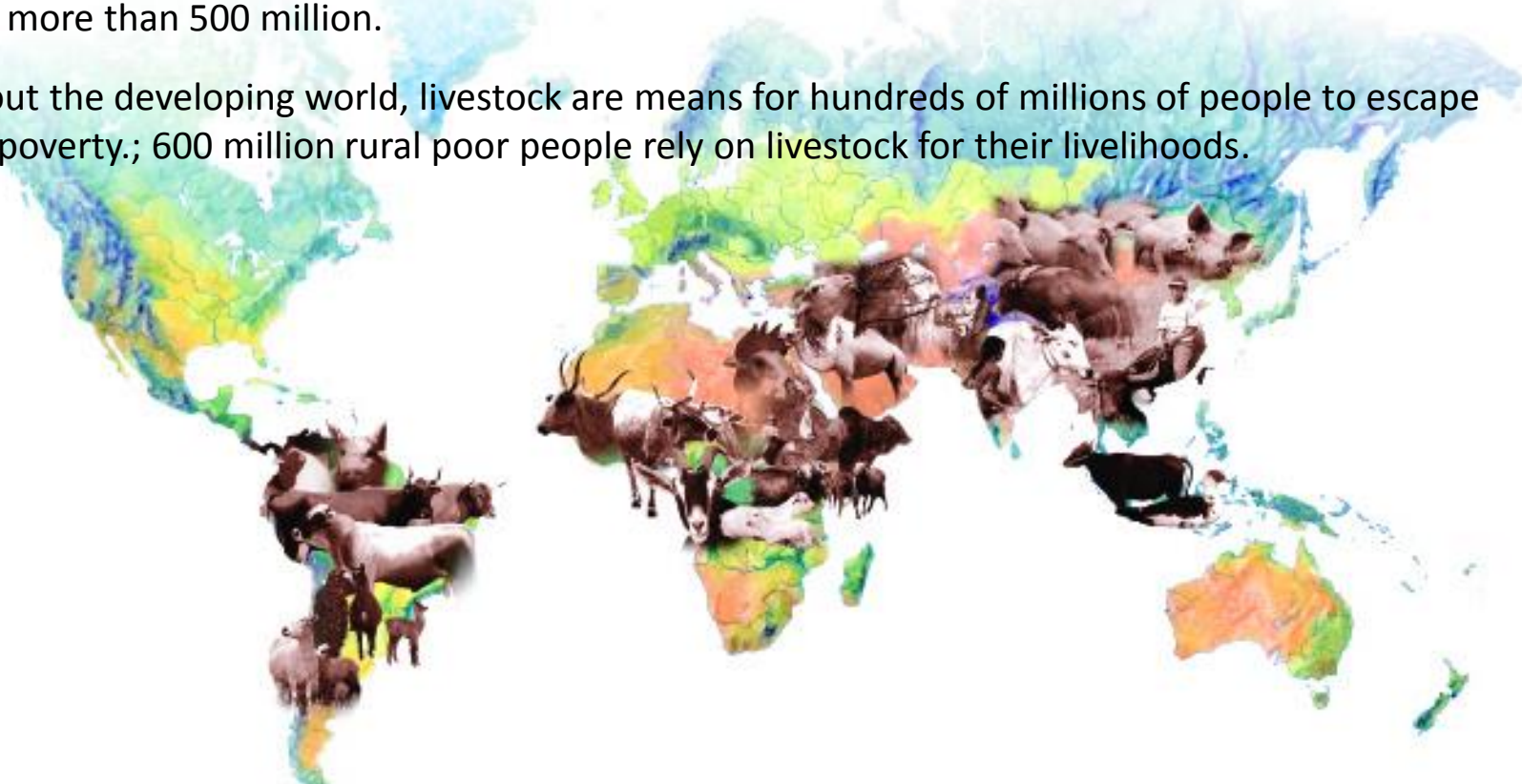
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Livestock in International Development

- The *global* context of veterinary science is a world where in our current time period (2012–14), the FAO states that 805 million people are chronically undernourished.¹
- Livestock in developing countries contribute up to 80 percent of agricultural GDP
- A recent FAO report² states that 98% of farming holdings are ‘family farms’ (smallholdings), of which there are more than 500 million.

Throughout the developing world, livestock are means for hundreds of millions of people to escape absolute poverty.; 600 million rural poor people rely on livestock for their livelihoods.

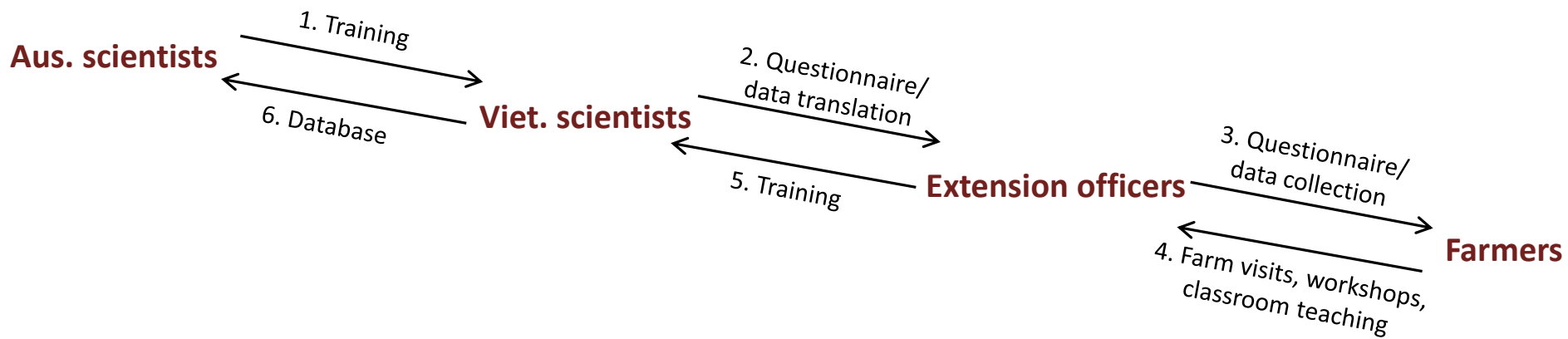
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1. FAO (2014) *The State of Food Insecurity in the World 2014: Strengthening the enabling environment to improve food security and nutrition*, Food and Agriculture Organization of The United Nations, Available at: <http://www.fao.org/3/a-i4030e.pdf>
 2. FAOb (2014) *Family farmers: feeding the world, caring for the earth*, Food and Agriculture Organization of the United Nations, Available at: <http://www.fao.org/docrep/019/mj760e/mj760e.pdf>



'A blueprint for sustainable smallholder pig production in central Vietnam'



AusAID Collaboration for Agriculture and Rural Development

Early Communication Approach



Ministry of Agriculture & Rural Development

BỘ CÂU HỎI THÁNG CHO NÔNG HỘ
A blueprint for sustainable small holder pig production in Central Vietnam
 AUSAIDCARD Project (424 7155 01 004/05VIE)

Tỉnh: Huyện: Xã: Thôn: Họ tên chủ hộ: Cơ quan: Ký hiệu: Người phỏng vấn: Kinh độ:Vĩ độ: Ngày phỏng vấn. THÔNG TIN CHUNG

6. Trong tháng qua, có thành viên nào trong gia đình ông (bà) tham gia các lớp tập huấn hay không? Hãy cho biết cơ quan tập huấn và lĩnh vực.

a) Cơ quan: Trung tâm khuyến nông Trường trung cấp Trường đại học Khác b) Lĩnh vực: Giống Dinh dưỡng Chuồng trại & vệ sinh Bệnh dịch II. **TÌNH HÌNH CHĂN NUÔI CỦA NÔNG HỘ**

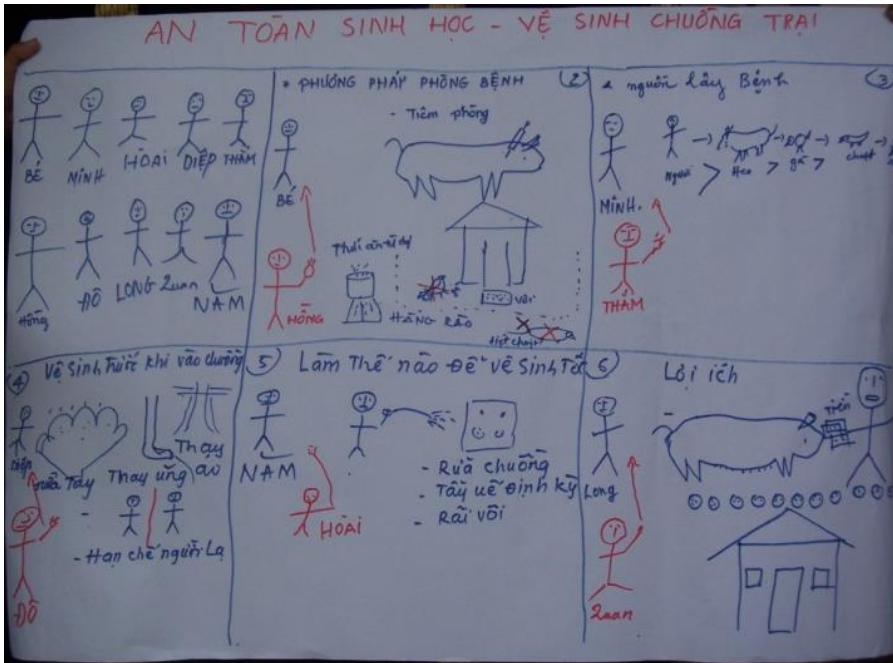
8. Tình hình chăn nuôi hiện tại

Loại lợn Số lượng (con) Giống địa phương (Móng cái hoặc khác) Lợn lai (F1 hoặc F2) Lợn ngoại Đực giống Lợn nái Lợn hậu bị Lợn con theo mẹ Lợn cai sữa <20kg Lợn choai từ 20-30kg Lợn choai từ 31-45kg 46kg - Lợn xuất chuồng

A new approach: Participatory Video

Communication for Development (C4D)

“... communication processes, techniques and media to help people toward a full awareness of their situation and their options for change...to help people plan actions for change and sustainable development, to help people acquire the knowledge and skills they need to improve their condition....”¹



Farmers planned and created a film about their farming practices, to teach each other and others

1. Fraser, C. & Restrepo-Estrada, S. (1998) *Communicating for Development: Human Change for Survival*. London and New York: I.B. Tauris, p63.

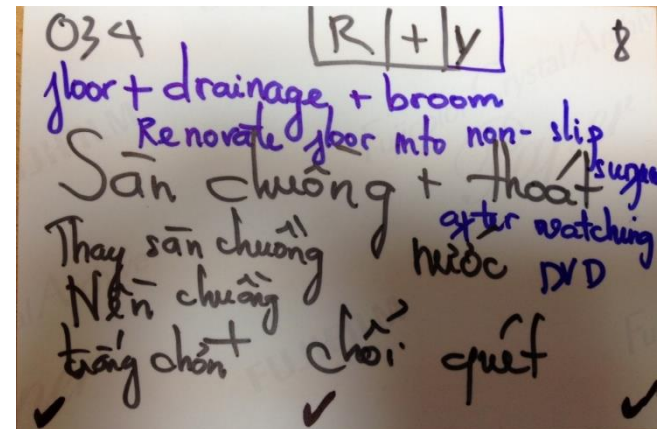
Long-term impact assessment of the PV



- Farmers were left with cameras and took photos to show the changes that had occurred on their farms
- Photos were printed and the team recorded the farmers' description of the photos, while coding the back of them.



Front of photograph



Back of photograph

Participatory Photography Exhibition



Farmers shared photos and stories with each other, explaining what lessons they applied from the PV (DVD) and what the outcome was. In this way, farmers benefited from the impact assessment *process*.

Improving the informed consent process with superior communication tools



Pictorial explanations allowed children to become engaged in the informed consent process

There are inherent complexities in cross-cultural research. Language, literacy and cultural barriers mean that a rigorous informed consent process relies in great part, on an effective communication approach. There can also be a power disparity between researcher and participant, which needs to be addressed, to avoid undue influence.

Informed consent



*Assessment of comprehension
& engagement*

*Providing feedback & talking
through any
misunderstandings*



Acknowledgements

- Australian Volunteers for International Development: <http://www.volunteering.austraining.com.au/>
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This work contributes to the CGIAR Research Program on
Agriculture for Nutrition and Health



Resources

For an introduction to international veterinary medicine and C4D:

- Catley, A., Blakeway, S., Leyland, T. (2002) *Community-Based Animal Healthcare: A Practical Guide to Improved Primary Veterinary Services*. Vetnetwork UK, Scotland.
- Owen, E., Kitalyi, A., Jayasuriya, N., Smith, T. (ed) (2005) *Livestock and Wealth Creation*. Nottingham University Press, Nottingham.
- Quarry, W. & Ramirez, R. (2009) *Communication for Another Development: Listening Before Telling*. Zed Books, London.
- Sherman, D. (2002) *Tending Animals in the Global Village: A guide to International Veterinary Medicine*. Lipincott Williams and Wilkins, Pennsylvania.

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Box 30709, Nairobi 00100 Kenya

Phone +254 20 422 3000

Fax +254 20 4223001

Email ilri-kenya@cgiar.org

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