

A multimedia-based cognitive-behavioural intervention program improves attitudes and handling behaviours of stockpeople in livestock farming

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## Why this training?

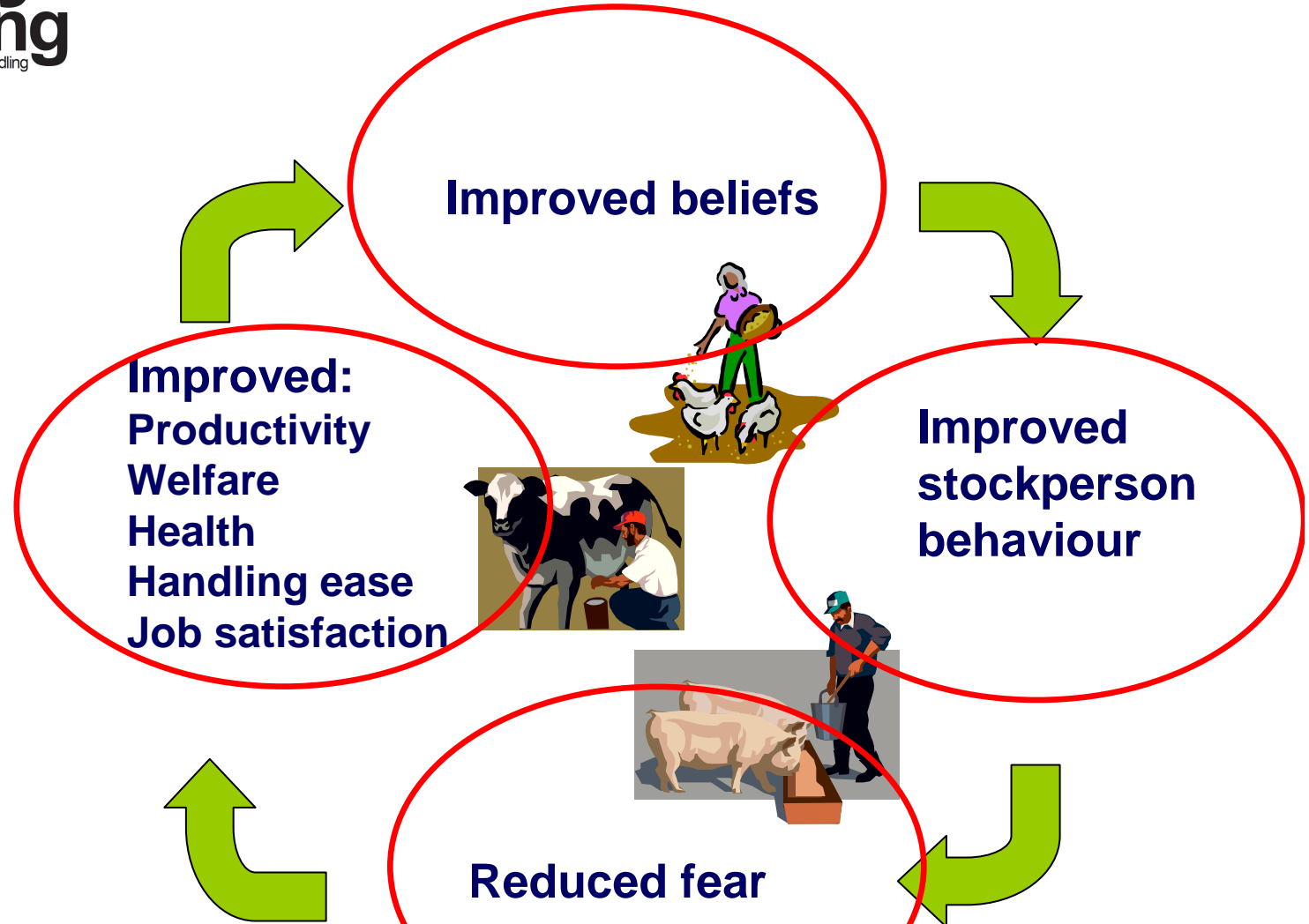
- Important relationships between stockperson attitude, stockperson and animal behaviour, animal stress, productivity and welfare
- Large variations in farmers' attitudes and handling practices
- Large opportunities for improvement through training programs

# Target stockpeople attitudes

Inspired by  
**ProHand®**



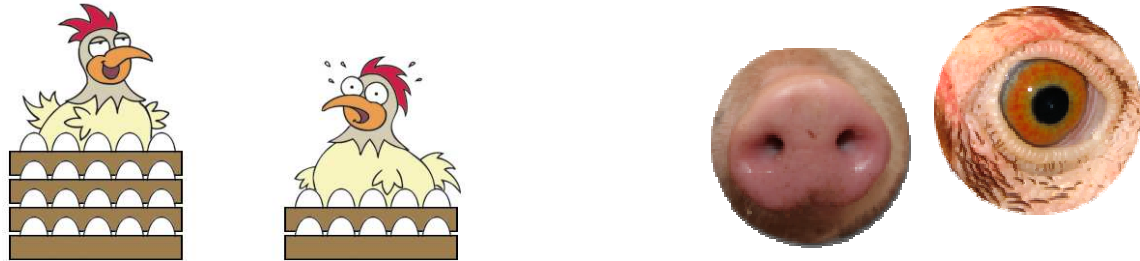
ANIMAL WELFARE  
SCIENCE CENTRE



- Multimedia program on CD-ROM
- Group discussions
- Videos
- Manuals
- Powerpoint presentation
- Posters/flyers
- Newsletters



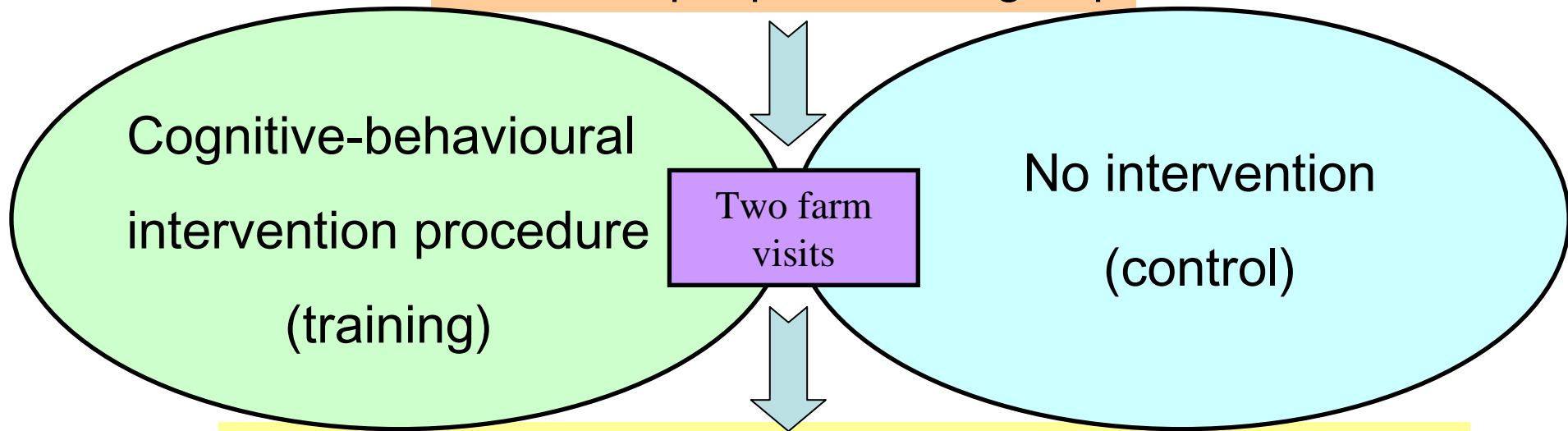
## Different sections



- How animals' fear responses to people vary between farms
- How fear of humans can affect productivity and ease of handling
- How animals perceive their environment, and understanding animal behaviour
- How to build a positive human-animal relationship
- How to improve and maintain handlers' attitudes and behaviour upon return to the farm.

# Field tests

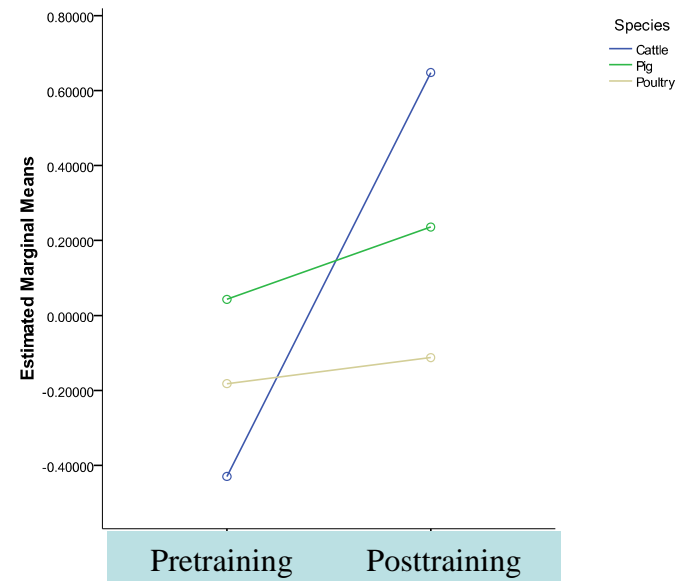
Two groups of stockpeople,  
9-14 stockpeople in each group



Stockpeoples' attitude/beliefs – general and behavioural  
Stockpeoples' behaviour  
Animal's avoidance behaviour

# Field tests - results

- Significant increase in positive general attitude
- Significant increase in positive behavioural attitude
- Significant increase in positive behaviour
- No effect on animal's avoidance



## Positive behaviours laying hens

Alerting birds to human presence  
Slow approach  
Predictable movements  
Gentle talking  
Gentle physical contact  
Rewarding behaviours

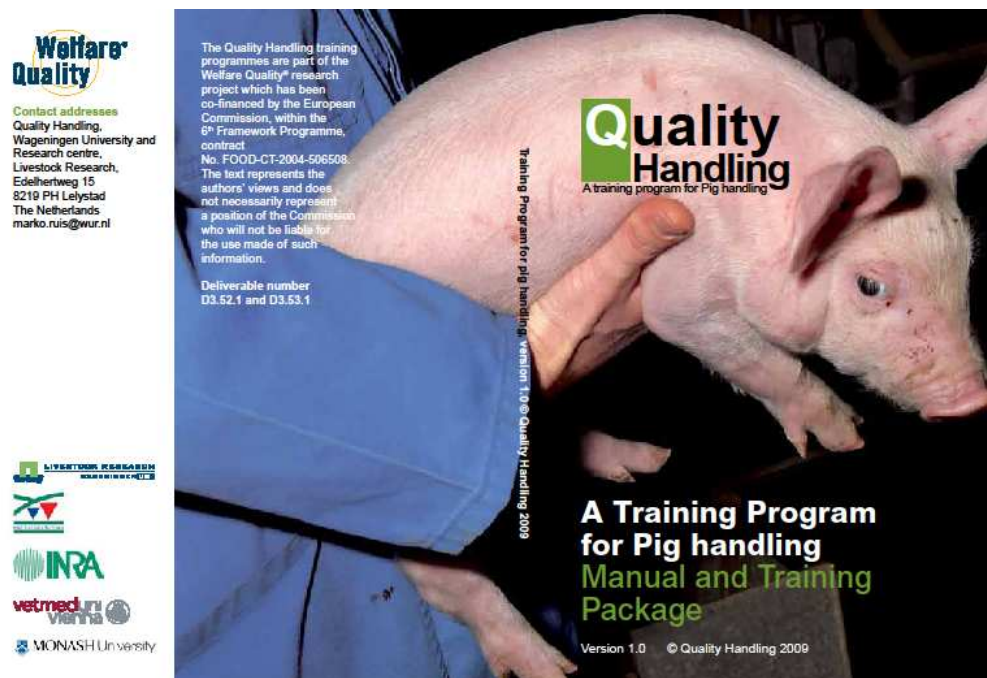


# Promising tool to improve human-animal relationships



# Now available for training sessions

- Cattle program: in English, French and German
- Pig and poultry programmes: English and Dutch



**Thank you!**