

**TITLE**

**THE ADKAR® CHANGE MANAGEMENT MODEL AS TOOL FOR REDUCING ANTIMICROBIAL USE BY PIG FARMERS.**

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**CONTENT**

**Introduction**

To reduce antimicrobial use (AMU) in pig farming, farmers have to change their way of working. It is observed that some farmers are more successful in doing so than others. It is hypothesized that successful and sustainable behavioural change can greatly be influenced by personal guidance. The objective of this study was to develop and explore the usefulness of a personal guidance tool for veterinary coaching of pig farmers based on the ADKAR® model.

**Material and Methods**

The livestock adjusted (LA-) ADKAR® Model is a goal-oriented change management model that guides individual and organizational change in livestock production. The model consists of five blocks: Awareness, Desire, Knowledge, Ability and Reinforcement which can be scored and addressed during the change process. Twenty seven Dutch and Belgian pig farmers with above average AMU were included in the study and scored for the ADKAR characteristics on a 5-point Likert scale by two veterinary researchers. Outcomes were used for a farmer specific approach with the goal to reduce AMU.

**Results**

Overall, Dutch farmers scored higher than Belgian farmers on all ADKAR characteristics, individual scores varied from one to five. Mean scores varied from  $2.71 \pm 1.07$  for Knowledge in Belgian farmers to  $4.08 \pm 1.32$  for Awareness in Dutch farmers. Mean scores in both countries were  $3.59 \pm 1.45$ ,  $3.26 \pm 1.35$ ,  $3.15 \pm 1.29$  and  $3.28 \pm 1.28$  for Awareness, Desire, Knowledge and Ability respectively. Reinforcement was not scored at the start of the study.

**Discussion**

The ADKAR scoring system provided insight in the main barriers for change by pig farmers related to AMU in pigs. It is important for veterinarians to be aware of these barriers in order to successfully guide farmers in AMU reduction. Veterinarians should embed excellent veterinary advice in the five building blocks for successful change management.