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This study is one of the research actions developed in the frame of the INNOTUB project (<https://innotub.eu/>) which is aimed at improving the control and surveillance of tuberculosis in livestock and wildlife in the trans-Pyrenees region.

Objective: To improve communication processes about the prevention and control of animal tuberculosis

Methods

Step I, Context characterization:

Characterization of processes and perceptions on the communication about the bovine tuberculosis

In-depth Interviews

- Semi-structured
- Face-to-face
- Discourse analysis



		Catalonia (ES)		Pyrénées-Atlantiques (FR)	
		Men	Women	Men	Women
Beef Farmers	Conventional: extensive farming	2	2	2	2
	Not conventional: Organic / Ecologic	1	1	1	1
Private Veterinarians	Involved in the eradication programme	2	2	2	2

Table I. Sampling size and structure

Main topics included in the thematic guide for in-depth interviews

- Profile's characterization: gender, working experience, general working routine, social networks
- Previous experience with bovine tuberculosis
- Channels and sources of information -formal and informal communication-
- Source and content of received information
- How knowledge is generated and with whom it is shared
- Solving problems process (doubt on the disease and its control)
- Perceptions on the role and activities of associations and unions
- Weak and strength points of the existent communication
- Suggestions to improve the existent communication

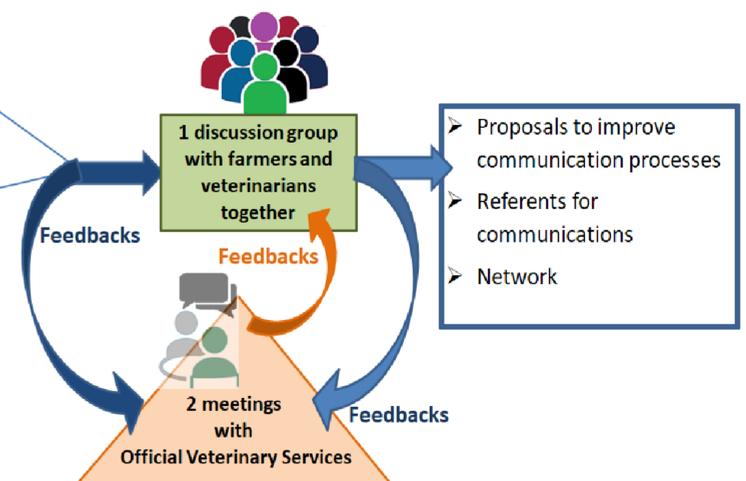
Step II, Pilot intervention:

Development of new communication strategies and promotion of territorial dynamic networks

Iterative group actions



Surface Training Advanced Virtual Environment (STAVE) methodology



Preliminary Results

In-depth interviews are ongoing.

Preliminary results of the communication analysis on about 200 pieces of information:

- Bovine tuberculosis is described through different metaphors according to the different professional groups
- Three main axes of opposition were identified:
 - ✓ **'movement' versus 'impasse'** → Experts talk about scientific progress, while farmers talk about stays stagnant over time.
 - ✓ **'controlled' versus 'uncontrolled'** → referred to cattle and wildlife reservoirs, respectively.
 - ✓ **'war / fight' versus 'religion'** → Experts and administrations metaphorize the disease through the source domain of 'war', while farmers through the 'religious' source domain. In the Spanish context, the metaphor of war does not take farmers into account: they do not appear in the developed narrative and, only in a few cases, experts mention that farmers should be considered allies. In the French context, it seem that farmers are considered and feel themselves to be part of the "fight" against bovine tuberculosis.

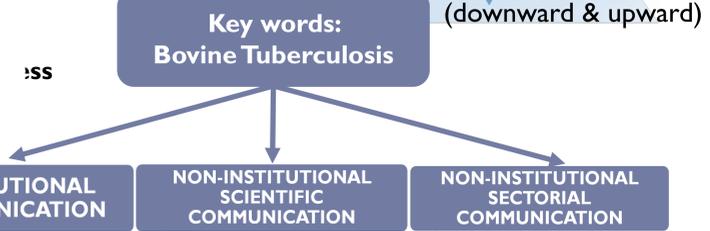
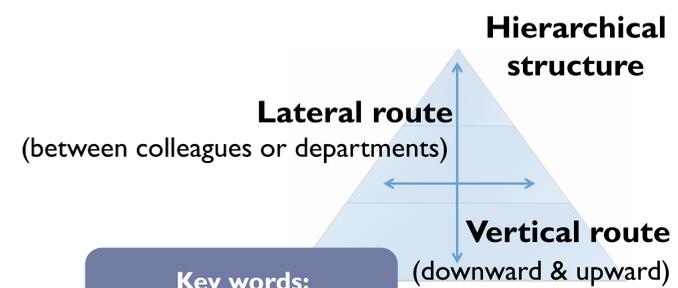
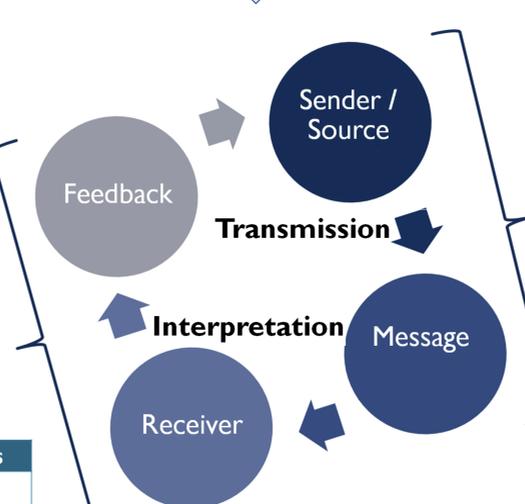
The pilot intervention will start on September 2021.

Study population and areas :

- Beef farmers (extensive systems)
- Private veterinarians
- Catalonia (ES)
- Pyrenees-Atlantiques (FR)

Communication Analysis

- Time period: 2018 - 2020
- Content analysis
- Frames & metaphorical framing Analysis



Schematic classification of the analysed routes and sources