

# Incorporating heterogeneity in farmer disease control behaviour into a livestock disease transmission model

Ed Hill, Naomi Prosser, Paul Brown, Eamonn Ferguson, Martin Green,  
Jasmeet Kaler, Martin Green, Matt Keeling, Mike Tildesley

Zeeman Institute: Systems Biology & Infectious Disease  
Epidemiology Research (SBIDER), University of Warwick



# Approaches to control infectious disease outbreaks in livestock

## Direct action of farmers

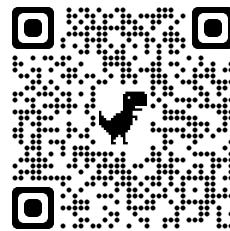
The BVDFree England Scheme

### What is BVD?

Bovine Viral Diarrhoea or BVD is a highly contagious viral disease of cattle. It is one of the biggest disease issues facing the UK cattle industry. BVD has been estimated to cost between £13 and £31 per cow in Great Britain. The national cost could be as high as £61M per year. (Bennett and Ijpelaar, 2005)

### What is the BVDFree Scheme?

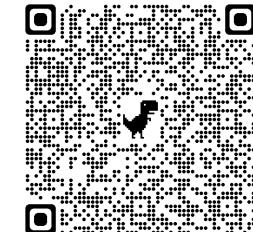
BVDFree England is a voluntary industry-led scheme, working to eliminate Bovine Viral Diarrhoea (BVD) from all cattle in England. The key to success is to identify and remove all animals persistently infected (PI) with the BVD virus from the English cattle herd.



## Government action



Department  
for Environment  
Food & Rural Affairs



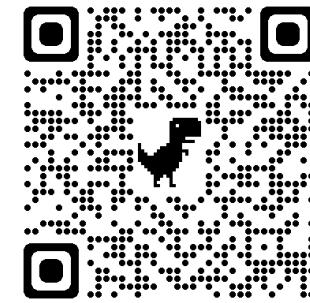
## Contingency Plan for Exotic Notifiable Diseases of Animals in England

Including Foot and Mouth Disease, Avian Influenza, Newcastle Disease and all other exotic notifiable diseases of animals

Updated on 18 July 2022

# Farmer-led Epidemic and Endemic Disease-management (FEED)

FEED project webpage: <https://feed.warwick.ac.uk>



## Project motivation

- A knowledge gap on the different factors that drive farmer behaviour in response to an emerging disease.
- Mathematical modelling approaches traditionally treat farmers as passive bystanders & omit variation in disease management behaviours

# The Team

## Infectious disease modelling



**Mike Tildesley**

**Matt Keeling**

(University of Warwick)

## Scientific software



**Paul Brown**

(University of Warwick)

## Veterinary epidemiology



**Naomi Prosser    Martin Green    Jasmeet Kaler**

(University of Nottingham)

## Behavioural psychology



**Eamonn Ferguson**

(University of Nottingham)



Animal &  
Plant Health  
Agency

# Study aims

1. Elicit farmers vaccination decisions to an unfolding epidemic and link to their psychosocial and behavioural profiles (within Great Britain)
2. Refine mathematical disease models to capture psychosocial & behaviour change heterogeneities
3. Assess how psychosocial & behaviour change factors impact epidemiological outcomes given a fast-spreading livestock disease



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*Preventive Veterinary Medicine.*  
doi:10.1016/j.prevetmed.2023.106019

# Study aims

## 1. Elicit farmers vaccination decisions to an unfolding epidemic and link to their psychosocial and behavioural profiles (within Great Britain)

**1**

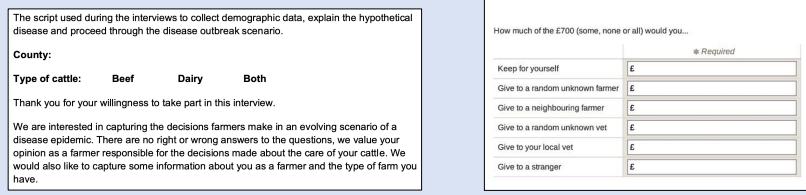
Design of a Graphical User Interface (GUI) to act as a core, interactive component of the interview exercise

Visit <https://feed.warwick.ac.uk>



**2**

Development and usage of an interview script to elicit farmer disease vaccination behaviours



The script used during the interviews to collect demographic data, explain the hypothetical disease and proceed through the disease outbreak scenario.

County: \_\_\_\_\_

Type of cattle:  Beef  Dairy  Both

Please select the diagram that best represents how close you feel on average to each of the people and groups listed.

1 Self Other  
2 Self Other  
3 Self Other  
4 Self Other  
5 Self Other  
6 Self Other  
7 Self Other

Imagine you have won £700 in a lottery. Imagine you had the option to divide some, none or all of this £700, between yourself and the other people in the group. Please say in any way you see fit, you don't have to give anyone any money or give everyone the same amount. You can decide who gets what, if anything, of the £700. Please indicate how you would like to split the £700 between yourself and these groups (the total divided must equal £700).

How much of the £700 (some, none or all) would you... \* Required

Keep for yourself  £  
Give to a random unknown farmer  £  
Give to a neighbouring farmer  £  
Give to a random unknown vet  £  
Give to your local vet  £  
Give to a stranger  £

**3**

Grouping of farmer vaccination behaviours in the elicitation exercise



# Elicitation methods - GUI

**Home details**

County: Nottinghamshire

**Scenario details**

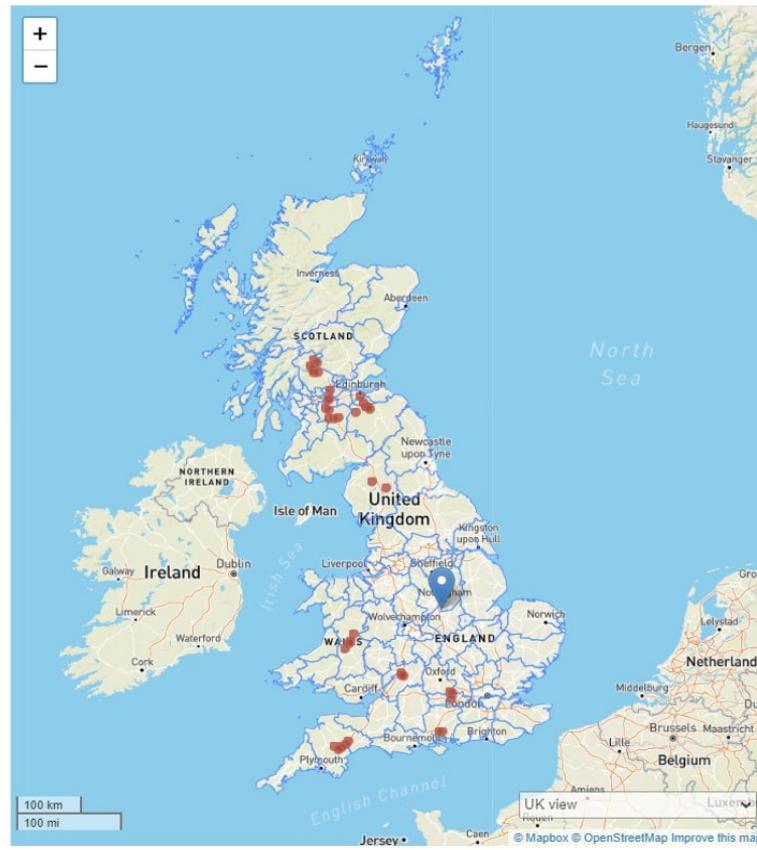
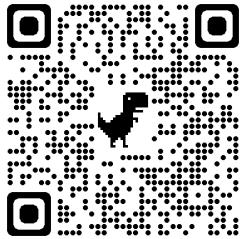
Week:  1 2 3 4 5 6 7 8

National view  Local view

Distance to nearest case: 100 miles

Cumulative number of cases: 40

Number of clusters: 10



<https://feed.warwick.ac.uk/map.html>

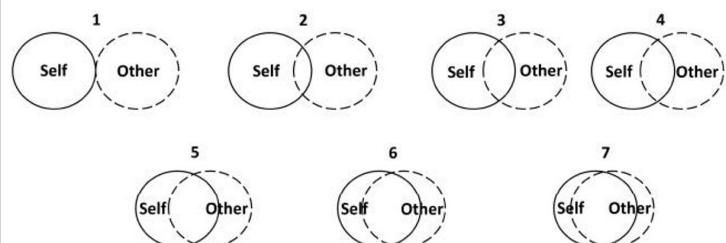
- Gave a common outbreak experience in terms of distance to the nearest infected herd for all farmers.

# Elicitation methods - Questionnaire

## Other people and groups

Please indicate how well you agree with each of the following statements.

	* Required				
	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
When dealing with farmers it is better to be careful before you trust them	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel respected by the government	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I trust other farmers nationally to be controlling infectious diseases in their herds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I trust other farmers I meet for the first time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When dealing with vets it is better to be careful before you trust them	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When dealing with strangers it is better to be careful before you trust them	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In general, one can trust people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel respected by my vet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Please select the diagram that best represents how close you feel on average to each of the people and groups listed.

Imagine you have **won £700 in a lottery**. Imagine you had the option to divide some, none or all of this £700, between yourself and the others listed below. You can split the money in any way you see fit, you don't have to give anyone any money or give everyone the same amount. You can decide who gets what, if anything, of the £700. Please indicate how you would like to split the £700 between yourself and these groups (the total divided must equal £700).

How much of the £700 (some, none or all) would you...

* Required	
Keep for yourself	£ <input type="text"/>
Give to a random unknown farmer	£ <input type="text"/>
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Give to your local vet	£ <input type="text"/>
Give to a stranger	£ <input type="text"/>

	* Required						
	1	2	3	4	5	6	7
Your vet	<input type="radio"/>						
The veterinary community in general (i.e. all vets nationwide)	<input type="radio"/>						
Your neighbouring farmers	<input type="radio"/>						
The farming community in general (i.e. all farmers nationwide)	<input type="radio"/>						
The Government	<input type="radio"/>						
Your cows	<input type="radio"/>						
Dairy farmers in general (i.e. all dairy farmers nationwide)	<input type="radio"/>						
Beef farmers in general (i.e. all beef farmers nationwide)	<input type="radio"/>						

# Elicitation results – GUI simulation

Table: Number of infected herds, distance of the nearest infected herd from the interviewee's herd and number of farmers that vaccinated each week during the disease epidemic scenario.

Stage of epidemic	Time since previous stage (weeks)	Number of infected herds (in GB)	Distance to nearest infected herd (km)	Number of farmers vaccinating (/60)
1	2	0	>500*	8
2	2	2	322	16
3	1	10	322	5
4	1	40	161	14
5	1	100	161	1
6	1	150	48	10
7	1	450	16	3
8	1	600	5	1

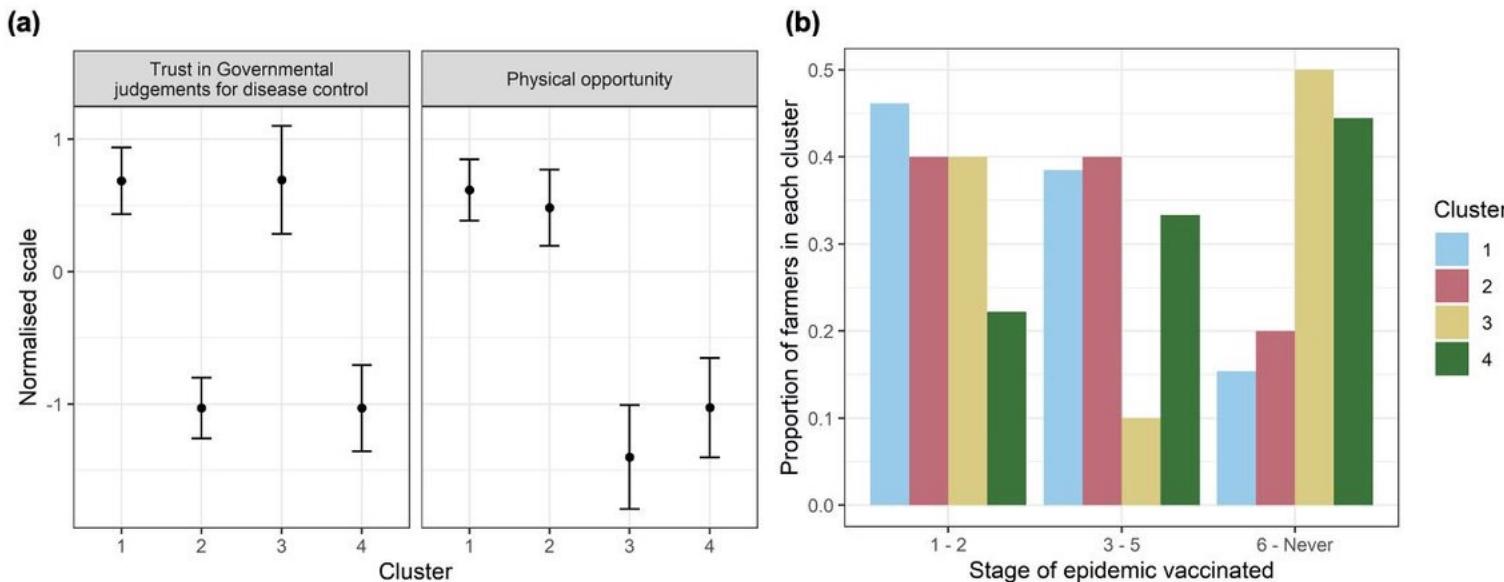
\*Epidemic confined to southern-central France

- Sixty farmers (39 beef & 21 dairy) participated, with variability apparent in when they would use preventative vaccination.

# Elicitation results – Farmer groupings

- Using k-means clustering, four groups gave best fit when clustering by two most stable covariates (trust in Governmental judgements for disease control, high physical opportunity)

**Figure: Farmer groups from k-means clustering conducted on the two most stable covariates.**  
**(a)** Mean and 95% confidence interval scores of the covariates for each group. **(b)** Proportion of farmers in each group that vaccinated in different stages of the outbreak.

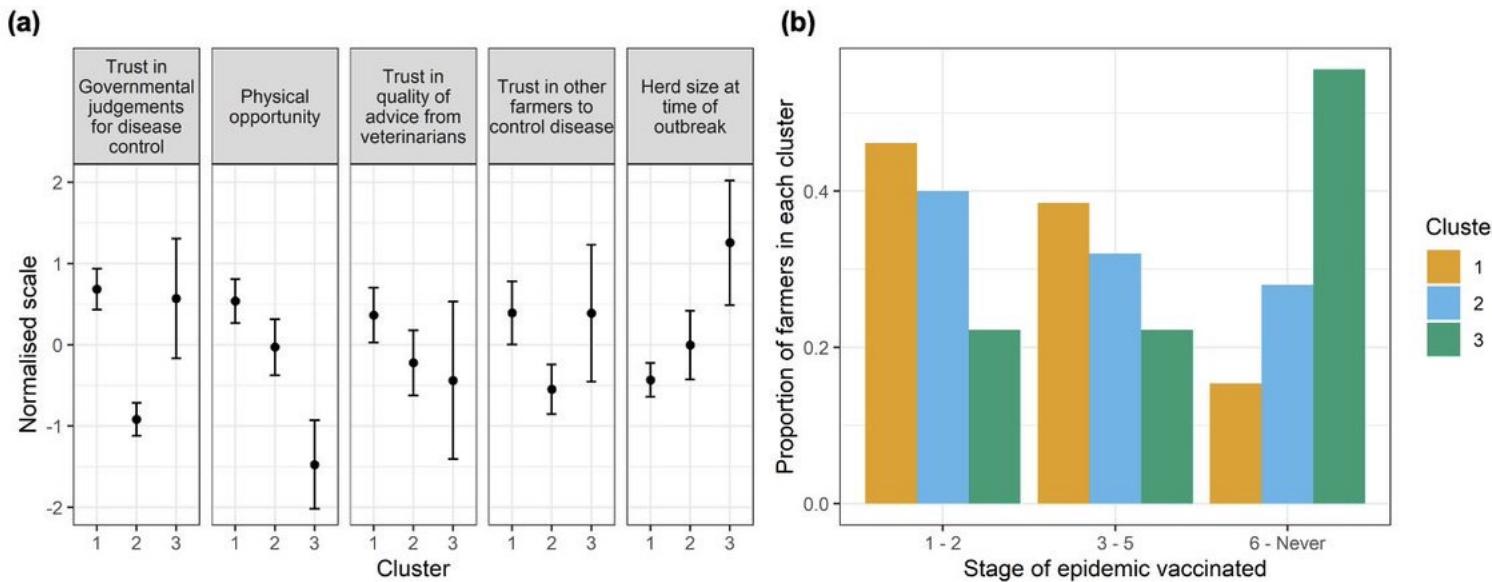


# Elicitation results – Farmer groupings

- Grouping using five most stable covariates, three groups gave best fit.
- Additional covariates: Trust in vet advice, trust in other famers to control disease, herd size.

**Figure: Farmer groups from k-means clustering conducted on the five most stable covariates.**

(a) Mean and 95% confidence interval scores of the covariates for each group. (b) Proportion of farmers in each group that vaccinated in different stages of the outbreak.



# Study aims

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1. Elicit farmers vaccination decisions to an unfolding epidemic and link to their psychosocial and behavioural profiles (within Great Britain)
2. **Refine mathematical disease models to capture psychosocial & behaviour change heterogeneities**

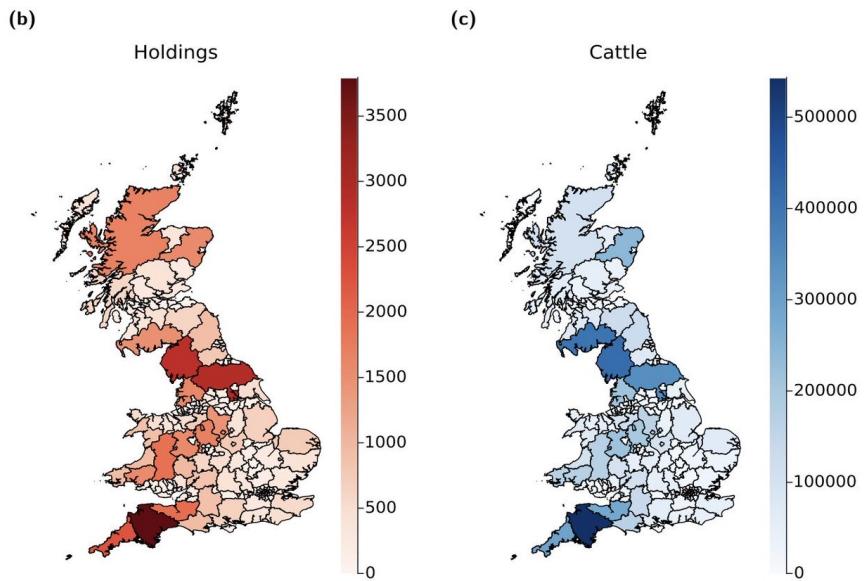
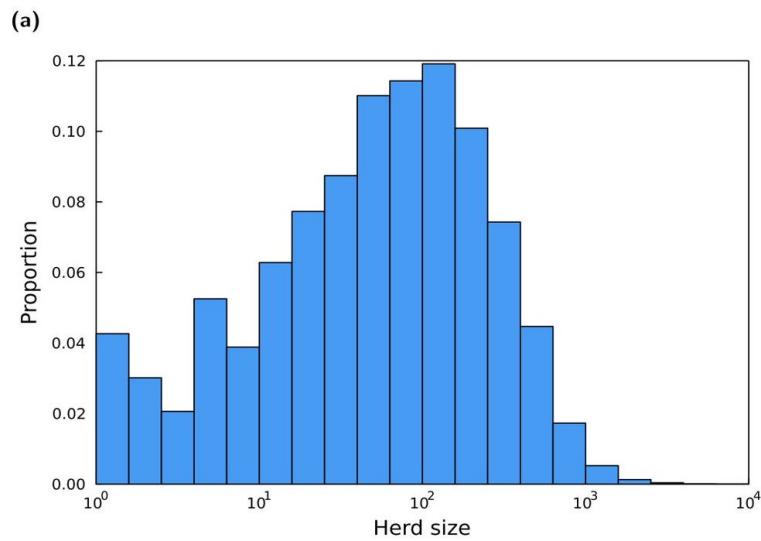
Data-driven model framework with epidemiological and behavioural layers.

3. Assess how psychosocial & behaviour change factors impact epidemiological outcomes given a fast-spreading livestock disease

# Modelling methods - Cattle data

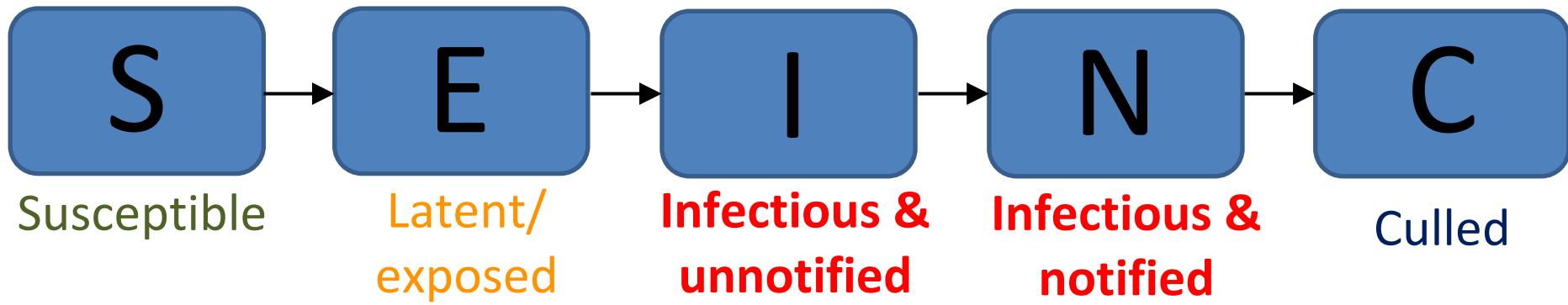
- Average 2020 cattle herd sizes from the Cattle Tracing System.

**Figure:** (a) Distribution of cattle herd sizes. (b) Number of holdings with cattle per region. (c) Number of cattle per region.



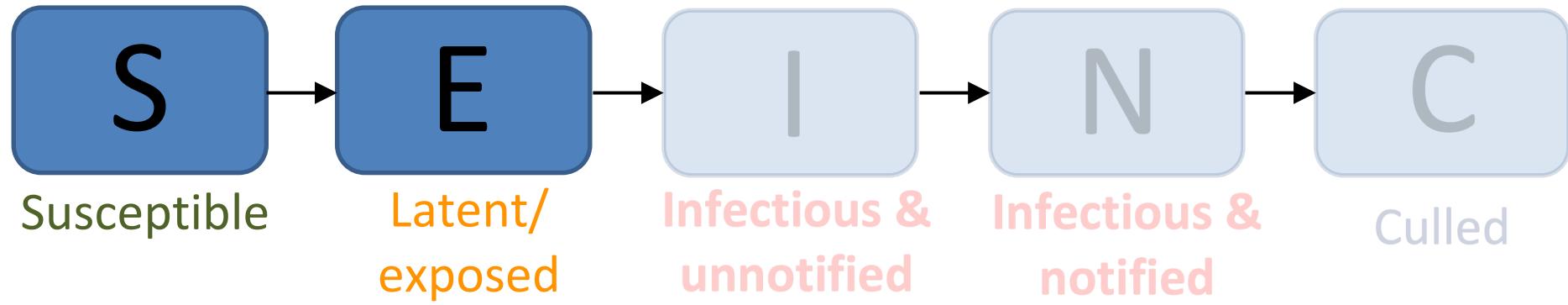
# Modelling methods – Disease states

- Epidemiological unit: Premises.
- Spatial model, based loosely on the dynamics of FMD.
  - Force of infection dependencies: Number of livestock, livestock type specific transmissibility and susceptibility, distance between premises.
  - Infection to infectiousness (latent period): 5 days
  - Infection to notification: 9 days
  - Infection to culled: 13 days



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# Modelling methods – Force of infection

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Force of infection on premises i from premises j:  $\lambda_{ij} = t_c N_{c,j}^q N_{c,i}^p K(d_{ij})$

- Infected premises contribution: Dependent on herd size
- Susceptible premises contribution: Dependent on herd size
- Transmission kernel: Force of infection between premises dependent on the distance between them.

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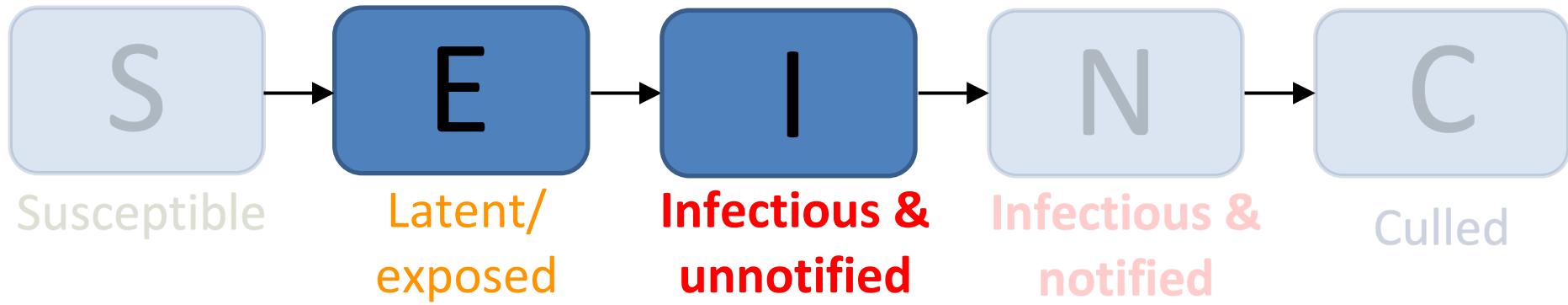
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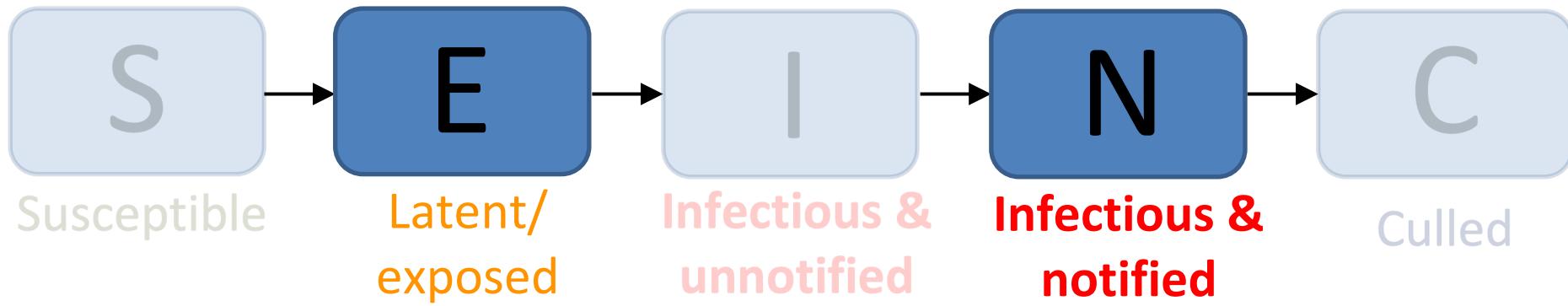
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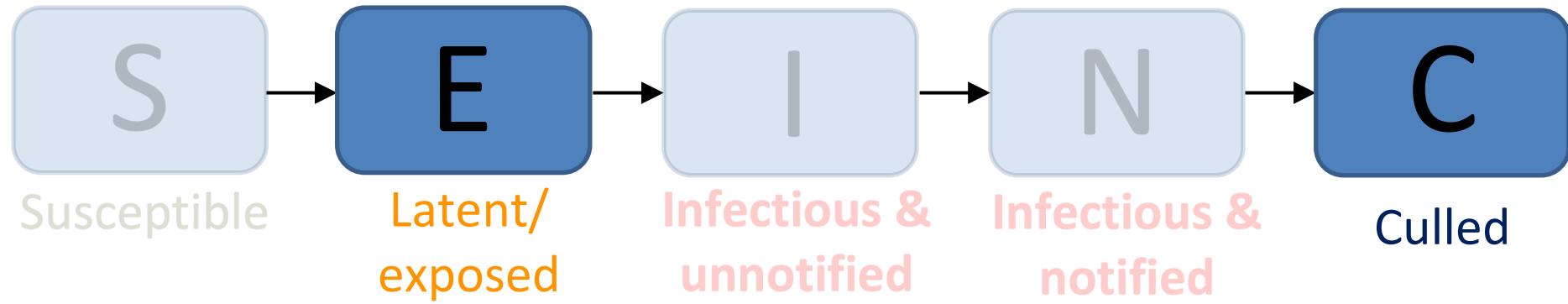
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# Modelling methods – Behavioural configurations

**Uncooperative** Only control is cattle being removed at holdings with confirmed infection. i.e. No holdings apply vaccination.

## **Homogeneous:** **Non-data informed**

Farmer vaccinates when infection is within:

- Strong parasitism – 50km
- Weak parasitism – 320km
- Mutual cooperation – Before pathogen emergence

## **Heterogeneous:** **Non-data informed**

Even split across different groups.

- Coop-Parasitism-Free riders (FR)
- Coop-Parasitism

## **Heterogeneous:** **Data informed**

Parameterised using interview results

- Trust expectancy (two covariate model)
- Herd size dependent (five covariate model)

# Study aims

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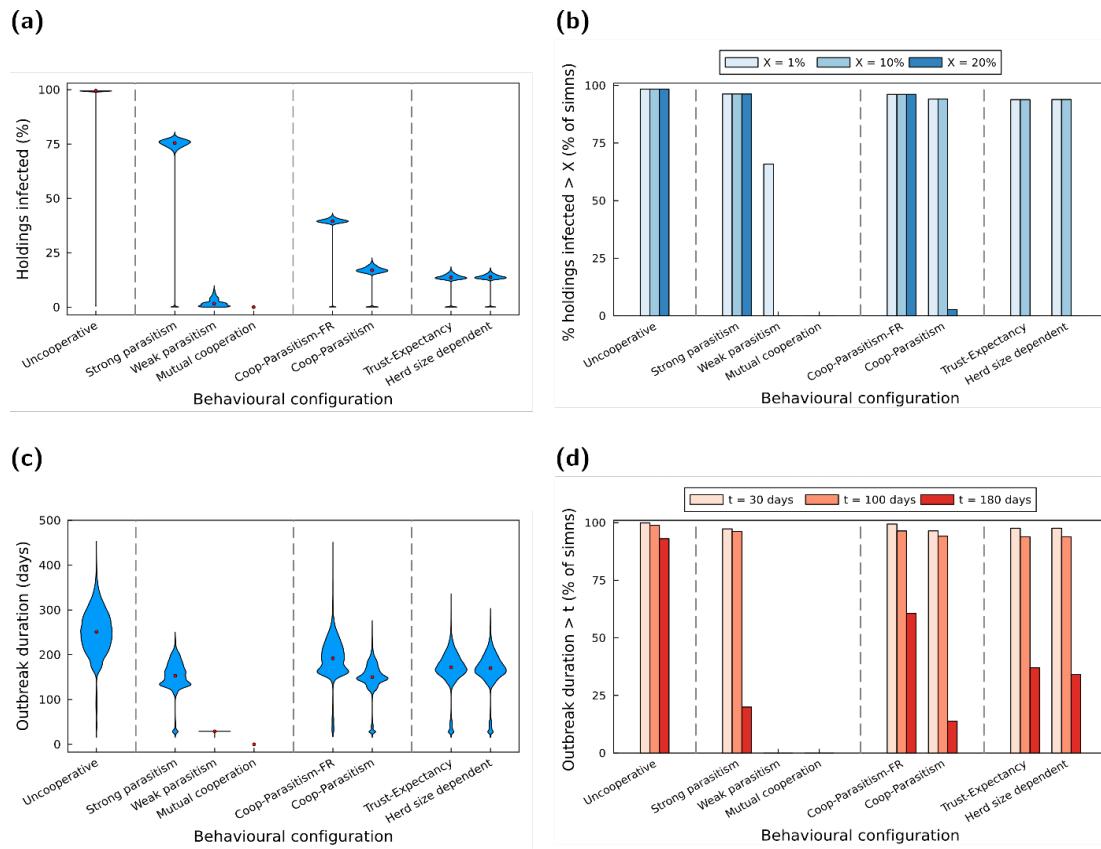
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2. Refine mathematical disease models to capture psychosocial & behaviour change heterogeneities
3. **Assess how psychosocial & behaviour change factors impact epidemiological outcomes given a fast-spreading livestock disease**

Spatial stochastic simulations of a fast-spreading epidemic process in Great Britain amongst cattle holdings:

- Per behavioural configuration, ran 500 replicates for each of the 89 seed region locations.
- Per simulation replicate, seeded infection in a randomly selected cluster of three premises.

# Modelling results – Epidemiological metrics

**Figure:** For each behavioural configuration: **(a)** Distribution of percentage of holdings infected; **(b)** Percentage of simulations exceeding the stated final size; **(c&d)** Analogous summary statistics for outbreak duration.

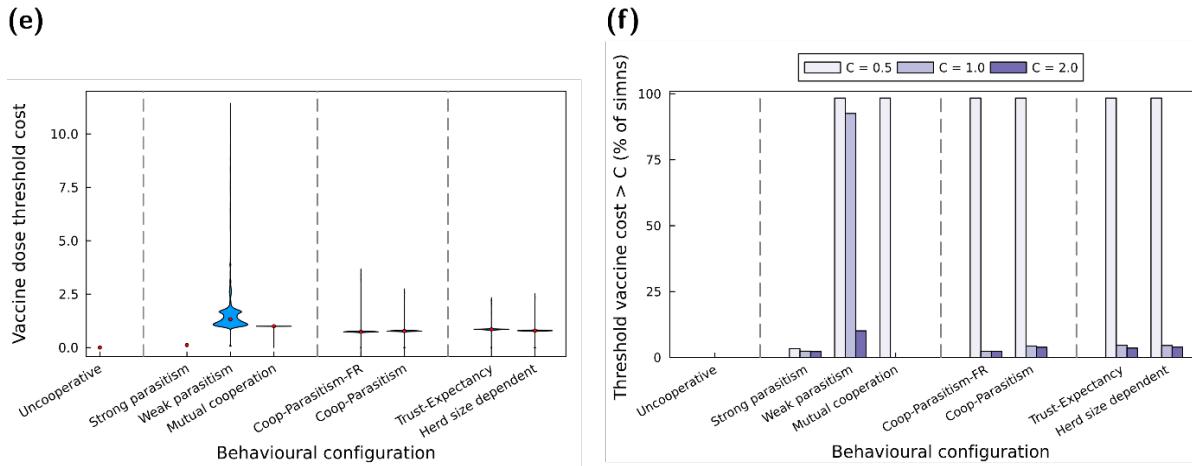


➤ Homogeneity in farmer behaviour vs data-informed psychosocial profile clusters estimates:  
**Disconnect in outcomes**

# Modelling results – Health economic metrics

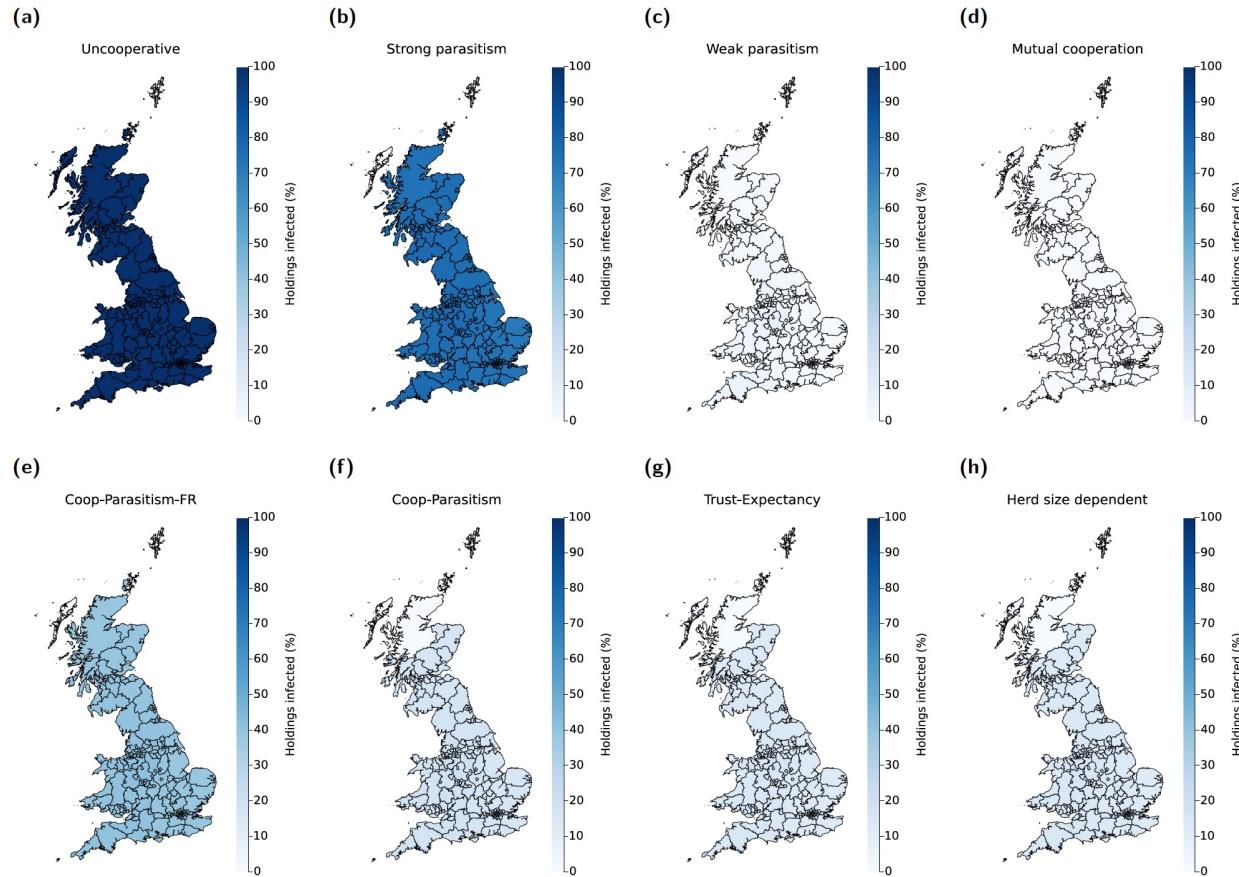
- **Vaccine dose threshold cost:** The maximum amount you can spend on a single vaccine dose where the total monetary cost (across vaccines and losses due to infection) does not exceed the monetary cost of infection incurred in the no intervention scenario (uncooperative configuration).

**Figure:** For each behavioural configuration: (e) Distribution of vaccine dose threshold costs; (f) Percentage of simulations exceeding the stated vaccine dose threshold cost.



# Modelling results – Role of seed infection region

**Figure: Median percentage of holdings infected, dependent on region of outbreak emergence and behavioural configuration. Statistics computed from 500 replicates per scenario.**



# Limitations & further work

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## Elicitation

- Behavioural cluster analysis not feasible at regional level
- Are other intervention practices available to farmers

## Modelling

- Focused on a limited set of interventions
- Considered a single set of epidemiological parameters

## Open questions– what are the next steps?

- Support to establish longitudinal elicitation studies
- Tailored elicitation exercises to instruct behavioural group attributes amongst farmers towards control of enzootic diseases

# Implications

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**A demonstration of a conjoined epidemiological and socio-behavioural workflow in action!**

**Encourage consideration of actions of individual farmers in policy frameworks for tackling future livestock disease outbreaks**

# Acknowledgements

**Mike Tildesley, Matt Keeling, Paul Brown**

Zeeman Institute: Systems Biology & Infectious Disease Epidemiology Research (SBIDER),  
University of Warwick, UK.

**Naomi Prosser, Jasmeet Kaler, Martin Green,**

School of Veterinary Medicine and Science, University of Nottingham, UK.

**Eamonn Ferguson**

School of Psychology, University of Nottingham, UK.

**Animal and Plant Health Agency (APHA)**



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**FEED project webpage:**

<https://feed.warwick.ac.uk>

**Personal webpage:**

<https://edmhill.github.io>

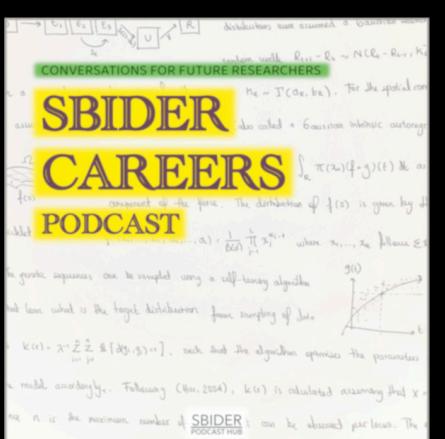
**Email:** Edward.Hill@warwick.ac.uk



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Biological Sciences  
Research Council**

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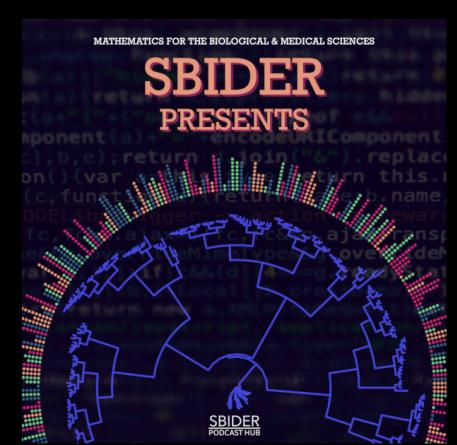
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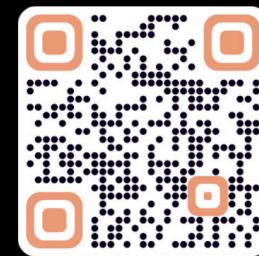
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