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Communicating emerging diseases to animal owners

Friday 12 September 2025 09:45 (15 minutes)

Europe has seen continual outbreaks of emerging diseases in both its human and animal populations in recent years. Part of effective response to these disease outbreaks is maintaining public confidence in control measures and the communication of risk, yet many scientists struggle with public communication of specialist knowledge. Veterinarians are trusted figures in animal health and have a key role in communication with animal owners in these outbreaks. This talk will draw on social sciences research that the author has participated in, into owner attitudes, knowledge, impacts (financial and emotional) and compliance and provide recommendations for communication of disease risk and control options using examples from recent UK Avian Influenza, Schmallenberg and Bluetongue communication campaigns.

Keywords

Health Messaging, Communication, Risk Perception

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Professional Status of the submitter, who is also the speaker

Professor

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