Farmer Interview Schedule

AHDB Project: Development of an integrated neonatal survival and sustainable antibiotic plan

Introduction	
Tell me a bit about the farm	Particularly your beef suckler herd/sheep flock e.g. breed, numbers, pedigree/commercial. What sort of lambing/calving system do you have? What lambing/calving pattern? Indoor or outdoor? Staff?
How would you define "neonatal" losses?	Up to what age? Would you include stillbirths? Why?
Talk me through a typical neonatal loss in your herd/flock	(How does this differ between cattle and sheep?)
Current practices	
What do you do to avoid neonatal losses in your herd/flock?	Before, during and after birth Housing and/or environment Preventive vs. reactive – what triggers action? Information sources?
How does your vet help you to minimise neonatal losses?	Vaccination; medication (antibiotics); herd health/advisory role; post mortems
Do you record data on neonatal losses?	Why/why not? How (paper, electronic)? Any analysis (by you or your vet)? What do you do as a result? Does it make a difference?
Drivers and barriers	
How much of a problem are neonatal losses in your herd/flock?	Has this changed over time? What problems does it cause for the business? For you? How do you feel when you lose a calf/lamb?
What motivates you to reduce neonatal losses?	Benefits of reducing neonatal losses? For your business? For you? How much influence do you feel that you have on neonatal survival in your herd/flock? How much is it down to luck?
What are the main challenges of reducing neonatal losses in your herd/flock?	Are there other actions that you would like to take to increase neonatal survival in your herd/flock, but don't at present? What are the barriers to taking these additional actions? What would help you to overcome these challenges?
Conclusions	
What do you think would make the biggest difference to improving neonatal survival?	In your herd/flock? In the UK beef/sheep industry as a whole?
What additional research and/or technology is needed to reduce neonatal losses?	Do you have any personal experience of these innovations? What difference would this make to neonatal survival?

Vet Interview Schedule

AHDB Project: Development of an integrated neonatal survival and sustainable antibiotic plan

Introduction	
Tell me about your current role in the practice.	How much beef/sheep work do you do? What proportion of your clients have beef cattle, sheep, or both?
How would you define "neonatal" losses?	Up to what age? Would you include stillbirths?
How much of a problem are neonatal losses in your clients' herds/flocks?	Has this changed over time? How does this vary between herds/flocks? Is it different for beef herds and sheep flocks? What sort of problems does it cause for their business? For them? For you?
Current practices	
What do you do to help your clients avoid neonatal losses in their herd/flock?	Reactive "fire-fighting" role – addressing problems Preventative/advisory role: Before, during and after birth. Vaccination. How are antibiotics used to minimise losses (vet/client)? Where do you get information about reducing neonatal losses? How do you share this information with your clients?
Do your clients record data on neonatal losses in their herd/flock?	Why do you think they do this (or not)? How do they record losses (e.g. paper, electronic)? Do you do any data recording? Do you use a post mortem service? What do you do with these data? Do you do any analysis? Does your client? What do you do as a result? Does it make a difference to neonatal losses?
Drivers and barriers	
What motivates you to help clients to reduce neonatal losses in their herds/flocks?	How does it affect you personally when losses occur? What are the benefits of reducing neonatal losses: - for your clients? For you? What do you think motivates your clients to reduce neonatal losses?
How much influence do you feel that you have on neonatal survival in your clients' herds/flocks?	What strategies do you use to change their behaviour? How much is it down to luck?
What are the main challenges in reducing neonatal losses in your clients' herds/flocks?	Are there other actions that you would like your clients to take to increase neonatal survival in their herd/flock, but don't at present? What are the barriers to taking these additional actions? What would help you to overcome these challenges?
Conclusions	
What do you think would make the biggest difference to improving neonatal survival?	In your clients' herds/flocks? In the UK cattle/sheep industry as a whole?
What additional research and/or technology is needed to reduce neonatal losses?	Do you have any personal experience of these innovations? What difference would they make to neonatal survival?