



Biosecurity Pitch

Activity Guidelines

Effective communication is an essential part of veterinary public health and disease prevention. Technical knowledge alone is often not enough to change on-farm practices. The ability to communicate preventive health messages clearly, practically, and empathetically can play a major role in improving farm biosecurity, promoting responsible antimicrobial use, and strengthening farmer-veterinarian relationships.

The Biosecurity Pitch is an interactive communication activity designed to help veterinary students and professionals practice explaining antimicrobial resistance (AMR) and farm biosecurity concepts in a simple, practical, and farmer-friendly manner. The activity simulates real-life field situations where veterinarians often need to communicate preventive health measures quickly and effectively during farm visits.

The objective is not to deliver a technical lecture, but to build confidence in communicating key messages clearly, respectfully, and persuasively to farmers with different educational and farming backgrounds. Participants learn how to translate scientific concepts into actionable advice that farmers can understand and apply in their daily farm management practices.

This activity is particularly useful in workshops, AMR awareness programs, veterinary communication training, One Health initiatives, and extension education settings.

By the end of the activity, participants should be able to:

- Explain AMR and biosecurity using simple, non-technical language.
- Communicate confidently during simulated farm interactions.
- Identify practical and feasible biosecurity recommendations for dairy farms.
- Adapt communication styles based on farmers' needs and local contexts.
- Deliver concise and impactful preventive health messages within a limited time.
- Build trust-based communication skills



What is a Biosecurity Pitch?

A biosecurity pitch is a short, structured conversation typically lasting 1–3 minutes where a participant explains:

- why disease prevention matters,
- how infections spread between animals and farms,
- how poor antibiotic practices contribute to AMR, and
- what practical biosecurity measures farmers can adopt.

The pitch should feel like a real farm interaction rather than a formal presentation. Participants are encouraged to speak as they would during an actual field visit or farmer consultation.

Suggested Activity Format

1. The exercise may be conducted individually, in pairs, or in small groups (3–5 participants).
2. Participants should prepare a short verbal pitch (2–3 minutes) directed toward a dairy farmer. The communication should focus on practical disease prevention and responsible antibiotic use.
3. The pitch may include topics such as:
 - importance of vaccination,
 - isolating sick animals,
 - maintaining clean feeding and milking practices,
 - reducing unnecessary antibiotic use,
 - proper disposal of waste and aborted materials,
 - quarantine of newly purchased animals,
 - hand hygiene and equipment sanitation,
 - rodent and visitor control.
4. Participants should avoid overly technical terminology and instead focus on simple explanations and relatable examples.

Key Elements of a Compelling Biosecurity Pitch

1. **Start with a relatable problem:** Begin with something familiar to farmers. This immediately captures attention and creates relevance. A strong opening helps the farmer understand why the conversation matters.
2. **Keep the message simple and focused:** Avoid scientific jargon, long explanations, or too many recommendations at once. A good pitch focuses on 2–3 key takeaways that the farmer can realistically remember and implement.



3. **Use practical and feasible recommendations:** Farmers are more likely to respond positively to advice that feels realistic and affordable. Encourage participants to suggest measures that can be implemented within local farming conditions.
4. **Explain benefits, not just instructions:** A compelling pitch explains why the action matters. Farmers are more likely to adopt preventive measures when they understand the direct benefits.
5. **Use respectful and non-judgmental communication:** The goal is to support and educate farmers, not criticize them. Participants should avoid blaming language or making assumptions about farming practices.
6. **End with a clear action message:** A strong conclusion reinforces the key takeaway. Encourage participants to end with one practical action farmers can start immediately.

Optional Variations of the Activity

Facilitators may make the activity more interactive by introducing:

- role-play scenarios, with students taking on different personas
- different farm sizes or disease outbreaks,
- hesitant or resistant farmers,
- AMR misconceptions,
- emergency disease situations,
- low-resource farm settings.