

Educating surveillance stakeholders - A novel e-tool to improve engagement and decision making

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Summary

- Epi-interactive was engaged by the Ministry for Primary Industries (MPI) to develop a tool to support decision-making by surveillance stakeholders.
- Aims of animal health surveillance had to be integrated with those from other sectors to ensure a **consistent approach** to biosecurity surveillance across all sectors and to build a basis for collaboration on surveillance tasks.
- A common **high-level understanding** was identified as the best starting point to improve biosecurity surveillance activities across sectors.
- New media tools** provided unique advantages to enrich stakeholder communication and education.



Introduction

- The project was part of **MPI's Surveillance strategy 2020**.
- In New Zealand stakeholders in biosecurity surveillance are diverse and include livestock industries, aquaculture, horticulture, conservation organisations, as well as Maori.
- The aim of the project was to **provide guidance** to stakeholders to **improve basic surveillance decision-making**. Through using the tool users should become
 - more informed around the selection of surveillance methodologies most suitable for specific objectives;
 - more aware of surveillance methods and the rationale behind them;
 - more engaged through an interactive introduction.

Challenges

- Needs of surveillance stakeholders are **very diverse**, not only between sectors but also within sectors.
 - For example freedom-of-disease surveillance programs are common in the forestry and animal sector to meet trade requirements, but are less familiar to the marine or environmental stakeholder groups.
- Terminology, definitions and awareness of surveillance differ between the sectors.
- The subject is diverse and difficult to break down to an entry-level introduction.

Our solution

- Stakeholder interviews** identified that an e-tool was more likely to be well received than a report or spread sheet format.
- Such a format is more suited to increase **awareness and engagement**, which were seen as key to improved stakeholder decision-making.
- Further advantages of an e-tool are the easy navigation, the support of hierarchical content and **better comprehension** through visible learning.
- The tool was programmed in Flash and can easily be deployed on **websites** or as a **CD-ROM**.
- The tool content focuses on **selected aspects of biosecurity surveillance** such as the importance of international trade requirements, an illustration of the dynamic nature or risks and a high-level categorisation of surveillance objectives.
- Case studies** from different sectors are used to illustrate the theoretical aspects described.

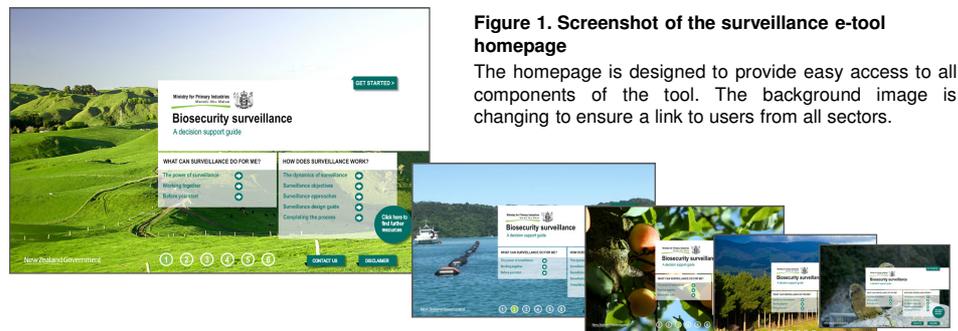


Figure 1. Screenshot of the surveillance e-tool homepage

The homepage is designed to provide easy access to all components of the tool. The background image is changing to ensure a link to users from all sectors.

Conclusions

- E-tools provide several advantages over traditional formats, such as reports, for communicating with stakeholders and for providing decision-making guidelines.
- They are of particular value where awareness and engagement are low, as they offer a flexible and accessible interface to deliver technical content.



Figure 2. Screenshot of the surveillance e-tool

Surveillance objectives are broadly defined on this pages and users can explore the four different categories by clicking on each box. Links are then available to case-stories that illustrate the objectives in more detail.



Figure 3. Screenshot of the surveillance e-tool

Surveillance design is presented to the user through identifying core processes and consideration that apply to most surveillance activities.

Users can learn how these core process relate to existing surveillance programmes and can also apply what they learned to their own example.

Created examples can be saved or kept as a print-out.

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