DIGIPIG:
Visual & digital tools for pig industry KT

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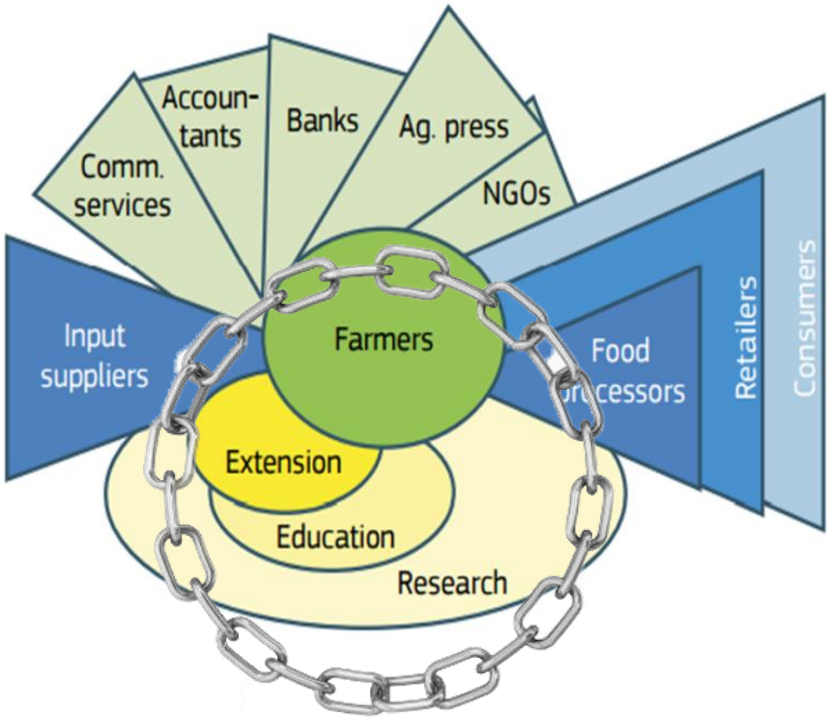
Background & rationale

- Teagasc MAIS project
- Maximise KT reach
- Strengthen Links
- Overcome KT barriers
  - Biosecurity, Geographical distribution,

    Varied audience
- Could digital & visual tools help??
  - Digital = easy, instant, continual access
  - Visual = appeal to a broader audience & wider range of learning styles



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Objectives

1. Identify requirements of Teagasc advisors & clients
2. Develop tools for use in pig advisory & pig education services
3. Pilot & evaluate tools with farmers & advisors
4. Create templates for future development

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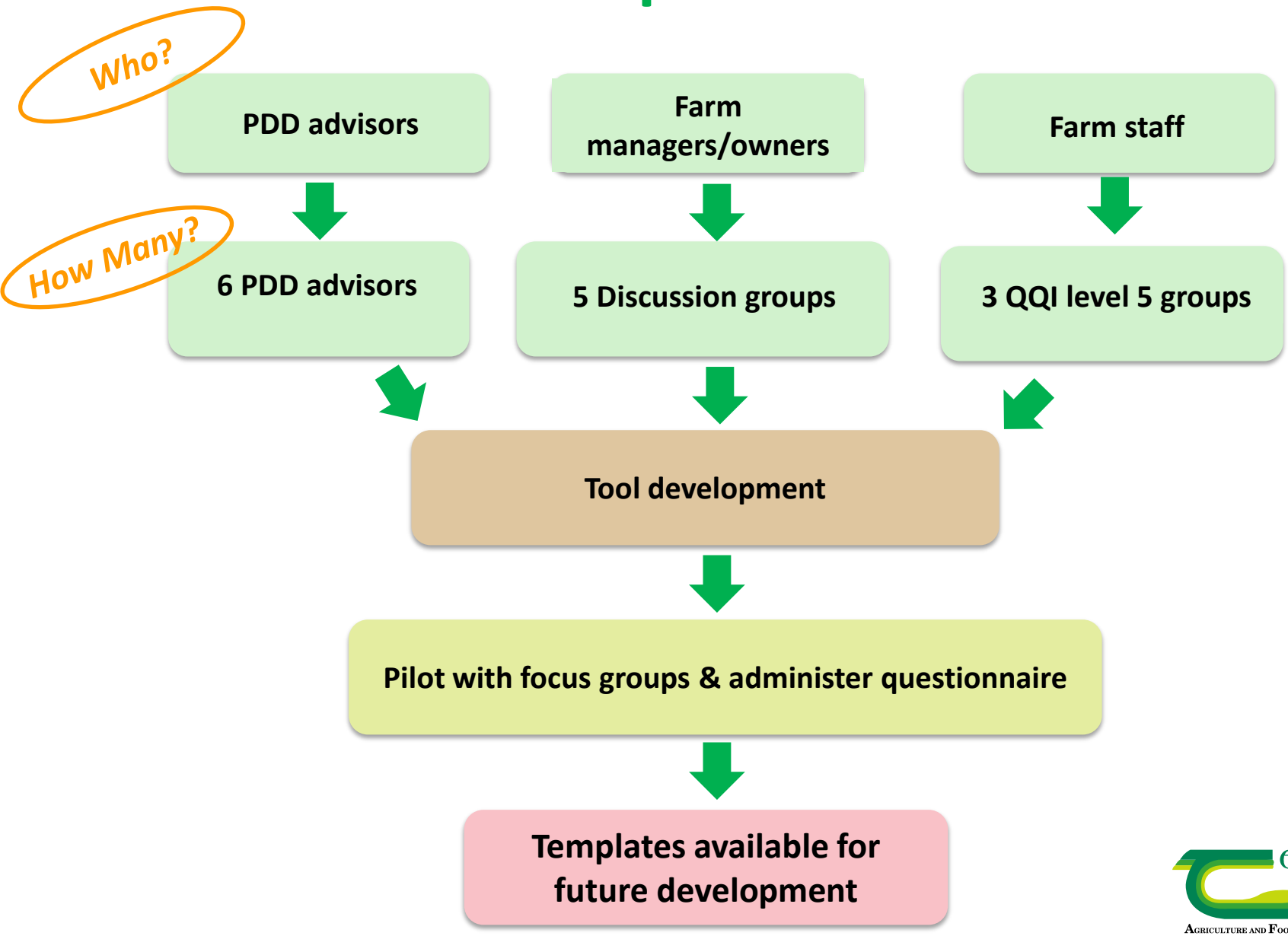
Steps taken …



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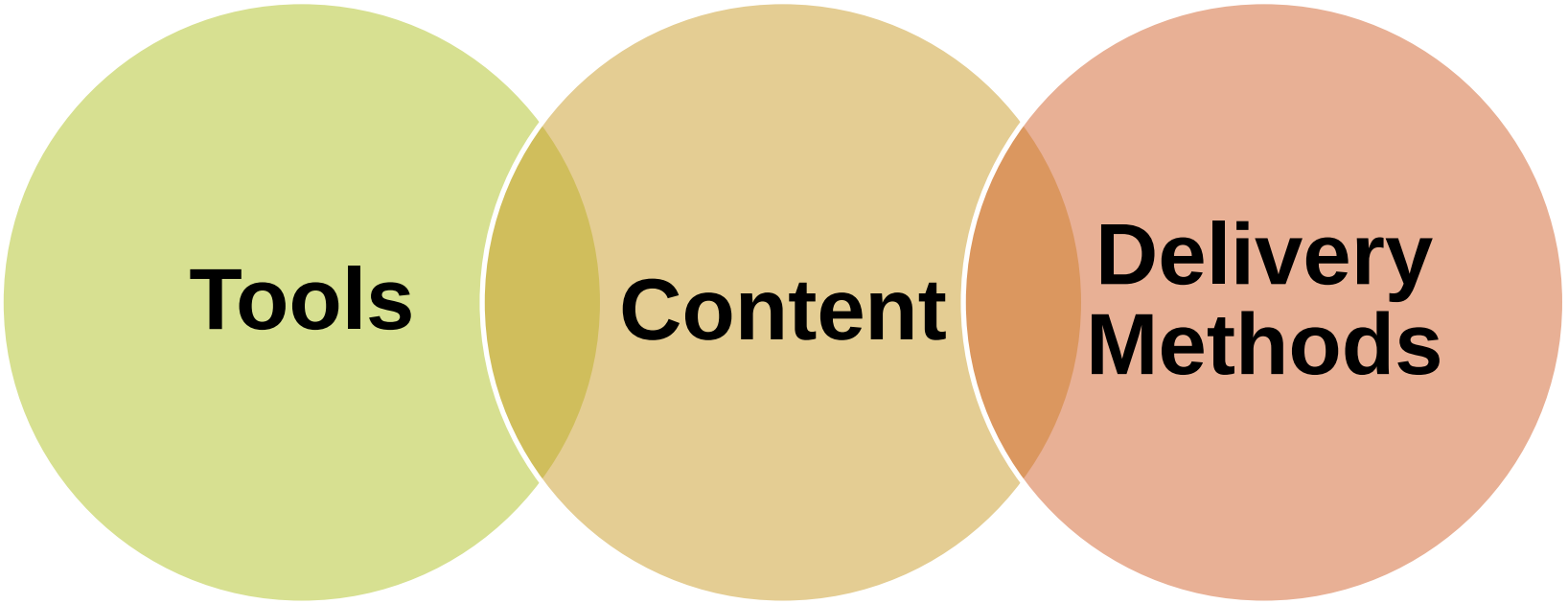

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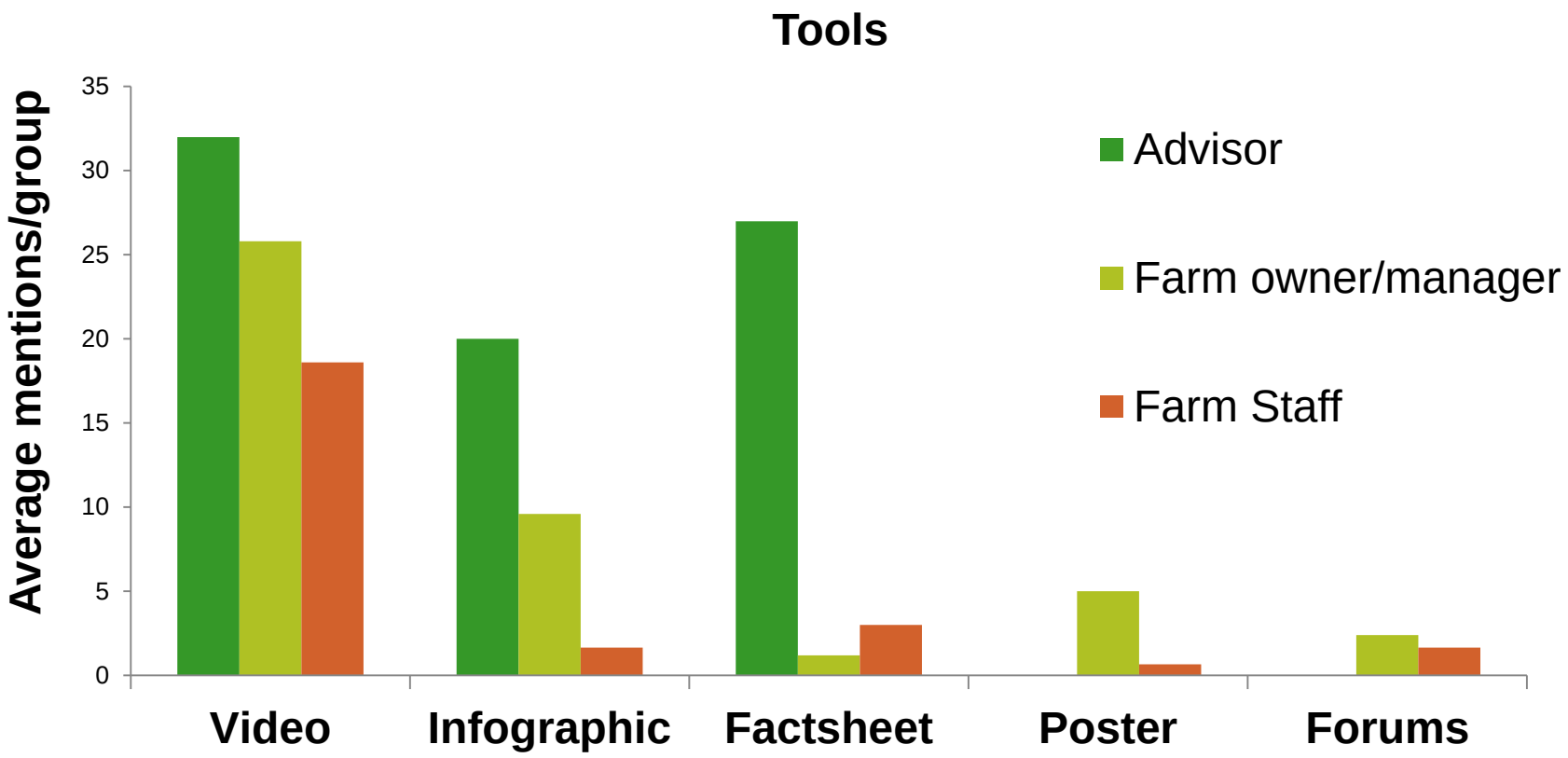
Key findings - tools



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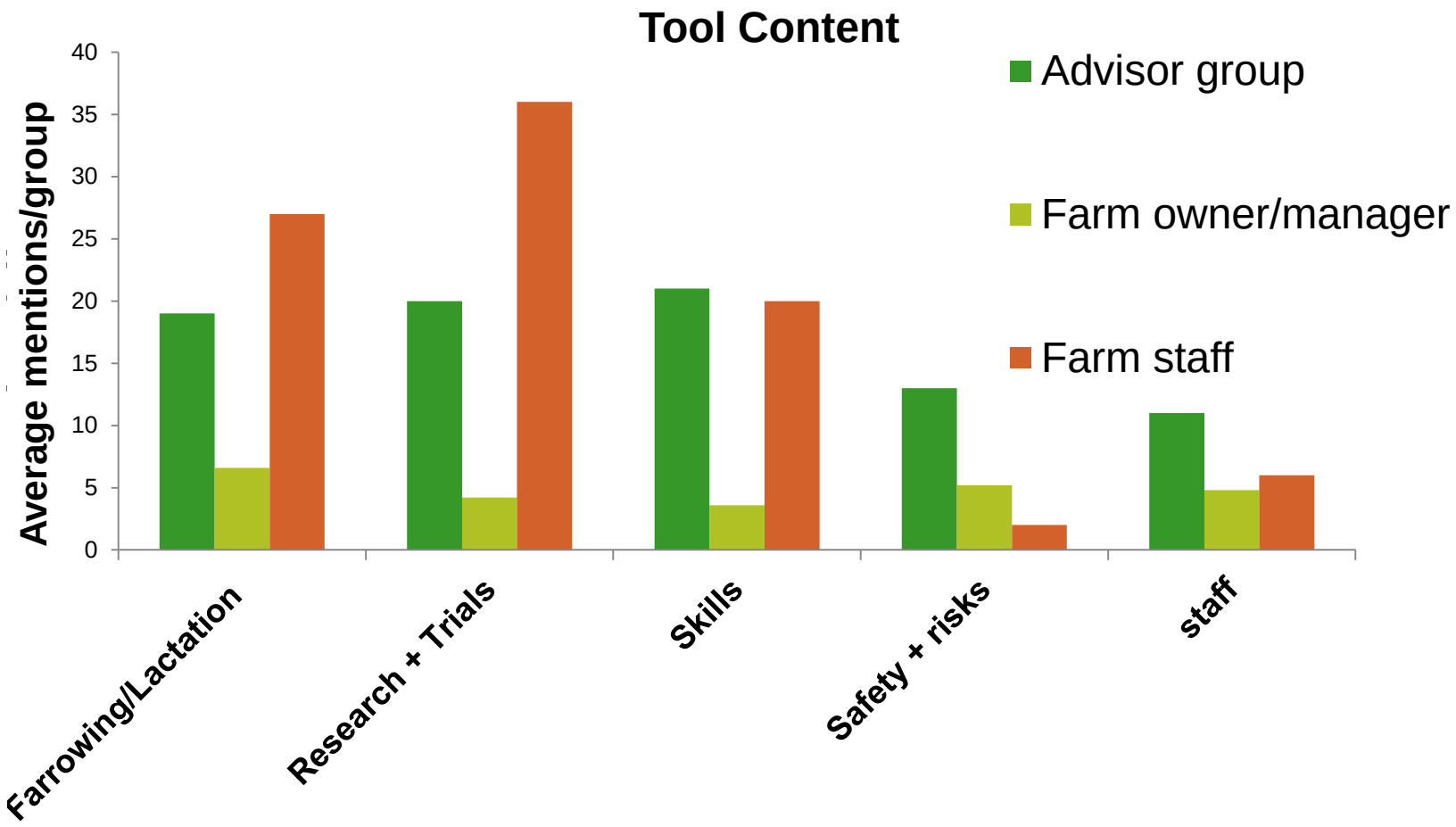
Key findings – tool content



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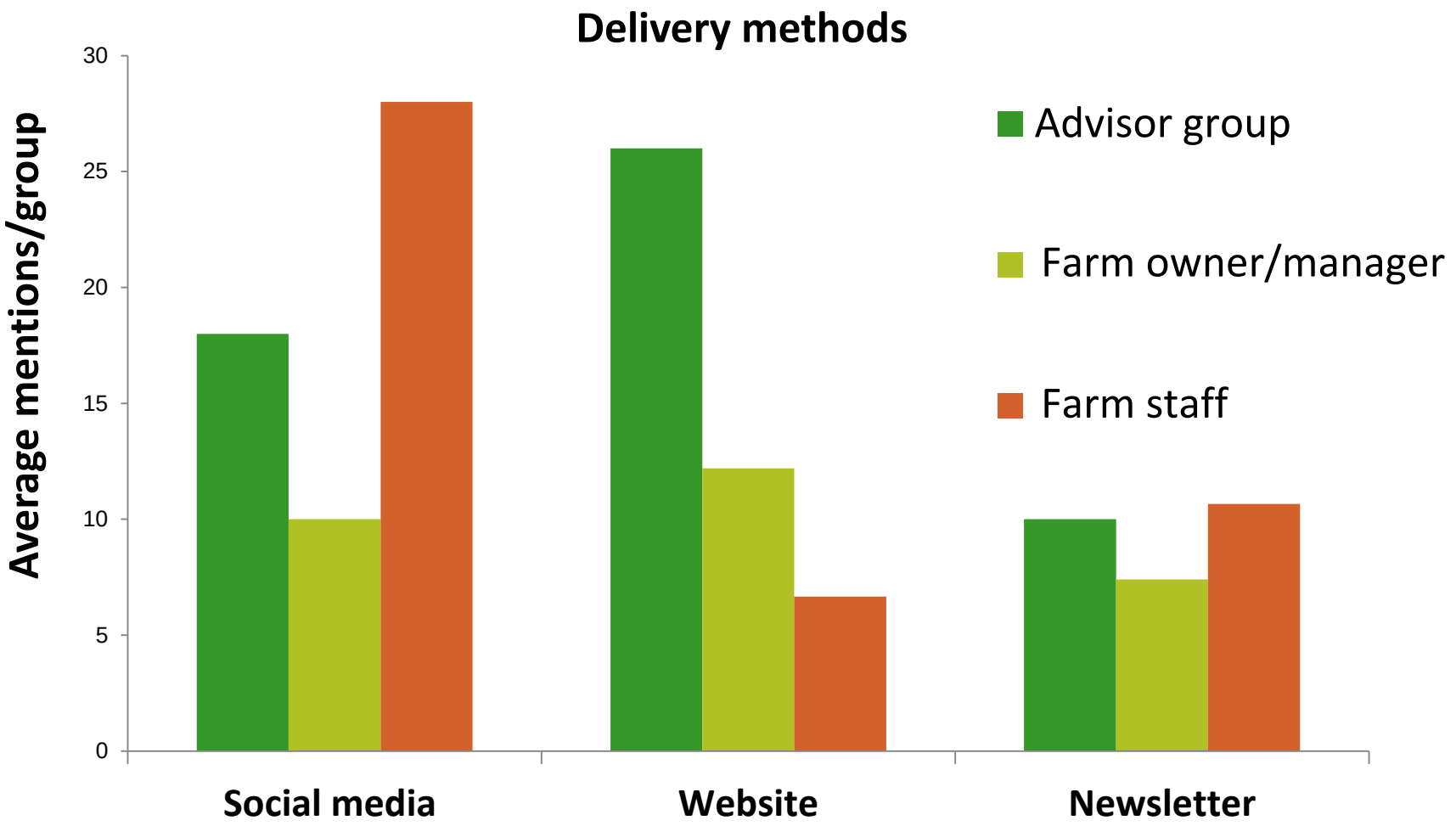
Preferred delivery methods



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Comments

- Content linked to appropriate tools
- Skills videos would be *“enough to get someone on the right path”*
- Factsheets useful as *“summary pages” & “pull-outs”*
- Content needs to evolve & remain topical

Tool development

- Sample of 3 main tools developed
  - 2 videos
    - » Teeth grinding
    - » Conference promotion

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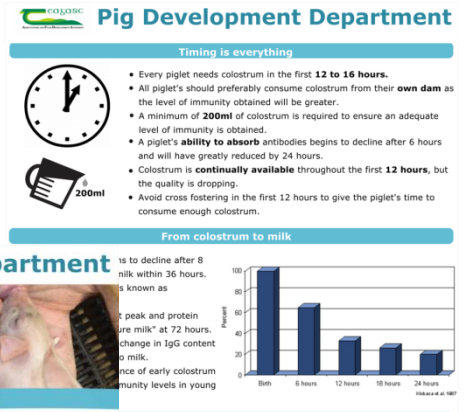
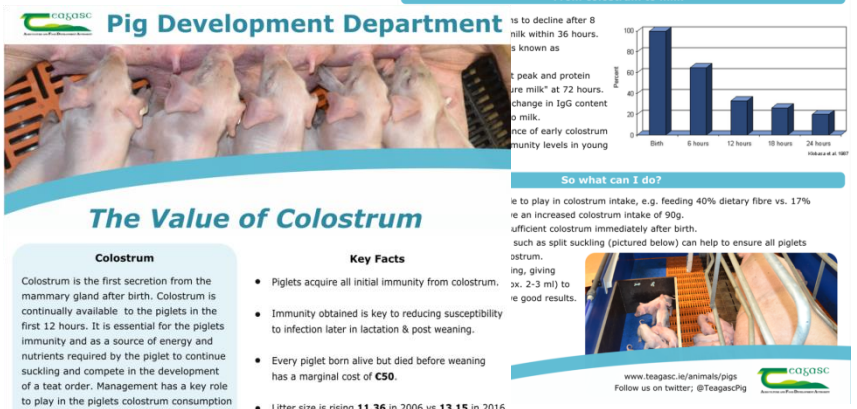
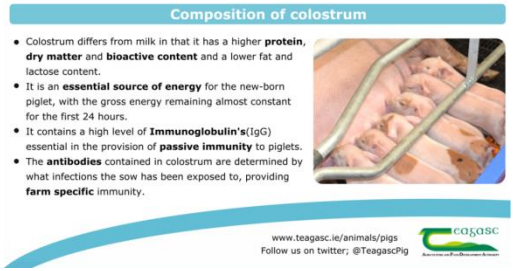
Tool Development

- Sample of 3 main tools developed
  - 2 videos
    - Teeth grinding
    - Conference promotion
  - 2 factsheets
    - Value of colostrum
    - Split suckling







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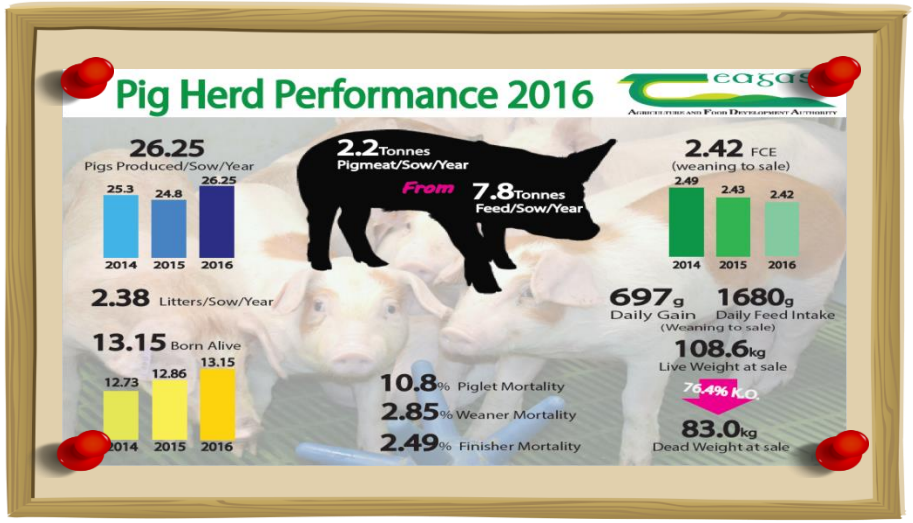
Tool Development

- Sample of 3 main tools developed
  - 2 videos
    - Teeth grinding
    - Conference promotion
  - 2 factsheets
    - Value of colostrum
    - Split suckling
  - 1 infographic
    - 2016 national pig herd performance



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So, did we get it right?

- Questionnaire administered to farm owner/managers & staff
  - 98% rated tools as *"good"* or *"very good"*
  - 98% would encourage colleagues or employees to use the tools
  - 99% felt info clearly delivered
  - 92% feel images increase understanding & appeal of factsheets & infographic

Questionnaire recommendations

- Av. 9 recommendations/comments per tool
  - Minor changes to enhance tools developed in the future
    - » *E.g.* Include extra close ups of procedure in video

      Add more images to the factsheets

      Space for own farm performance in infographic

- 20% felt level of text in factsheets should be reduced

Next steps …

- Templates under development

- Advisory service
  - Utilise templates
  - Develop other tools discussed

- Roll out visual & digital tools

Take home messages!

- Owners, managers, staff & advisors all support use of visual & digital tools
- Design of tools developed to date, highly rated by owners, managers & staff

  e.g. 98% rated tools “good” or “very good” overall
- Results & recommendations given will further enhance templates developed
- Verified templates for future tools under development

Thank you!

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