

Educating surveillance stakeholders: a novel e-tool to improve engagement and decision making across different sectors

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Biosecurity surveillance activities protect New Zealand's economy, environment and people from the risks and consequences of the introduction and presence of risk organisms, including important livestock pathogens such as Food and Mouth Disease Virus. Stakeholders in biosecurity surveillance are diverse and include livestock industries, aquaculture, horticulture, conservation organisations, as well as Maori. In this context the aims of animal health surveillance have 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. This provides several challenges as surveillance awareness, expertise and needs vary considerably between different stakeholder groups. 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. There is however a desire for consistent tools or standards to aid or guide the development of surveillance programs to prevent miscommunication, duplication of effort and inefficient use of resources. In response to this need an e-tool is being explored as a mechanism to provide surveillance stakeholders within and outside the regulatory environment with high-level content to support their choice of surveillance methodology and increase their ability to actively engage in surveillance and meet their surveillance needs independently. In this paper we present the development of this tool from stakeholder interviews, instructional design to usability testing. We show some of its interactive components and discuss further applications of media education to work better with stakeholders to improve the efficiency and effectiveness of surveillance activities.