

Welcome to our first digital meeting of this NEW OneHealth network!

# I'm hearing you but I'm not listening!



Improving communication in the veterinary and medical advisory context  
towards engagement in targeted reduced antimicrobial use

Via ZOOM: Thursday 3<sup>rd</sup> – Friday 4<sup>th</sup>, June 2021

10.00-15.00 CET each day

Free to attend

Register at [http://bit.ly/NKJ\\_Hearing](http://bit.ly/NKJ_Hearing) before 14<sup>th</sup> May 2021

*We invite delegates to provide a short introduction of yourself and your interests/activities (a 2-minute video, a one page or a one-slide max.) ahead of June (details closer to the date)*

## Event Programme

Thursday 3<sup>rd</sup> June

### Overview of AMU stewardship and communication strategies

Time (CET)	Details	Lead speaker/facilitator
10.00	Welcome to the network and partners Network background and goals	<a href="#">Clare Phythian, UAC</a>
10.15	Introduction of participants Interactive digital networking (Zoom map, Mentimeter, breakout rooms)	Clare Phythian, Gabriela Olmos
10.45	A brief intro to speakers and plan for day 1	<a href="#">Ulf Emanuelson</a>
10.50	Getting the conversation started – – interdisciplinary collaboration in the medical field	<a href="#">Anna Lindström</a>
11.30	Long break	
13.00	Communication in the veterinary advisory paradigm	<a href="#">Kristen Reyher</a>
13:30	Short break	
13.40	Practices and perceptions of AMU by vets and medics	<a href="#">Hedvig Gröndal</a>
14.00	Panel session, questions, comments, feedback: Interactive network poll (Mentimeter) Breakout rooms for specific/themed discussions	<a href="#">Eva Garmendia</a>
15.00	Day 1 ends	

Friday 4<sup>th</sup> JUNE

## Applied examples of communication and behaviour change approaches in AMU stewardship

Time (CET)	Details	Lead speaker/facilitator
10.00	Welcome back and instructions for the day 2 Breakout rooms for networking opportunities Speaker introductions	Clare Phythian, <a href="#">Eeva Mustonen</a>
10.40	Motivational interviewing in dairy herd health: Experiences and examples from Sweden	<a href="#">Catarina Svensson</a>
11.00	Short pause, screen break	
11.10	Medical focus on AMU communication	<a href="#">Gunilla Stridh Ekman</a>
11.40	Communication and antibiotic use reduction in stable schools /farmer groups	<a href="#">Mette Vaarst</a>
12.00	Long pause, lunch break	
13.00	Communication and influencing farmer behaviour – the R.E.S.E.T mindset model	<a href="#">Jolanda Jansen</a>
13.20	Communication across cultures and countries: challenging the biases	<a href="#">Gabriela Olmos</a>
13.40	Short pause/screen break	
14.00	Panel session (feedback, questions, comments)	<a href="#">Eva Garmendia</a>
14.55	I'm hearing and I'm listening! 😊 Network feedback poll and input on webinar (your opportunity to give preferences)	Clare Phythian
15.00	End of meeting	



A Nordic One Health Network funded by NKJ  
a partnership between:

