

WORMWISE – Strategy 2015 - 2018 (updated October 2015)

ROLE OF WORMWISE
To promote and support industry driven development and adoption of the Wormwise strategy

VISION
Maximise sustainable farm productivity through optimal parasite management

ROLE OF LIVESTOCK INDUSTRIES
To contribute to the implementation of the Wormwise strategy.

KEY STRATEGIES

LEADERSHIP & COMMUNICATION
Ensure on going leadership, coordination, communication and oversight of Wormwise, at all levels of the industry

AGREED PRINCIPLES
Monitor and update industry-agreed key technical principles for internal parasite management of ..

RESEARCH
Review and consult on R&D outputs and directions

RESOURCES & TOOLS
Develop effective support resources and tools

EXTENSION & ADOPTION
Support behaviour change toward management practices that minimise the impact of internal parasites

ACCOUNTABILITY
Collaboration and participation of stakeholders

PROGRESSIVE OUTCOMES

Increased industry awareness and understanding of parasites, impact on productivity, management options and drench resistance implications

Industry advocating, and farmers accepting, the need to understand parasite resistance status of individual farms

Farmers developing active internal parasite management plans

Testing and identification

Farmers throughout New Zealand understanding and implementing management practices that minimise the impact of internal parasites in the short and long term

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1. LEADERSHIP & COMMUNICATION – ENSURE ONGOING LEADERSHIP, COORDINATION, COMMUNICATION AND OVERSIGHT OF THE NATIONAL STRATEGY AT ALL LEVELS OF THE INDUSTRY

ACTIONS	END RESULTS	TIME FRAME	RESPONSIBLE
<p>1.1 Develop ownership of the strategy by industries</p> <ul style="list-style-type: none"> ▪ Wormwise continues to be promoted and recognised as an industry agreed initiative 	<p>Industry including regulators, vets, commercial companies and farmers (including sheep, beef, dairy and deer) are aware of the strategy and participate in its ongoing development</p> <p>Industry participants actively promote Wormwise</p>	Ongoing	WIG to ensure any strategy development includes industry representation
<p>1.2 Co-ordinate Wormwise</p> <p>Monitor budgets and milestones for strategy implementation</p>	<p>Establish Wormwise Trust</p> <p>Maintain Wormwise Implementation Group (WIG) and Technical Advisory Group (TAG), and deliverables are identified & Report to funders and stakeholders</p> <p>Project management plan in place</p> <p>Monitoring</p>	<p>Bi-annual review</p> <p>Ongoing</p>	<p>WIG to identify their deliverables for WIG and TAG</p> <p>WIG</p>
1.3 Identify a industry leaders	Use relevant industry ‘ambassadors’		
1.4 Review and collate a business case for investment in Wormwise management strategy	<p>A clear business case to support vision</p> <p>Stakeholder funding to Wormwise</p> <p>Develop an investment proposition</p>	As business cases arise	WIG to contract out
1.5 Put in place a formal communication strategy	All participants, aware of actions and	Annual review	WIG

	<p>progress, including extension activities.</p> <p>.</p> <p>Communication made to farmers at regular intervals to increase brand recognition and key principle awareness.</p> <p>Use existing stakeholder marketing avenues eg e-diary</p> <p>Evaluate effectiveness</p>		
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2. AGREED PRINCIPLES – MONITOR AND UPDATE INDUSTRY-AGREED KEY TECHNICAL PRINCIPLES FOR INTERNAL PARASITE MANAGEMENT OF LIVESTOCK

ACTIONS	END RESULTS	TIME FRAME	RESPONSIBLE
<p>2.1 Monitor and update industry-agreed key technical principles</p> <ul style="list-style-type: none"> ▪ Periodic review of research trial results (including international), veterinary correspondence and farm results – literature review ▪ Include all factors – chemical and non-chemical, including nutrition, genetics, farm management practices and drenching ▪ Principles and available practices updated 	<p>Key technical principles and available management tools disseminated are current.</p> <p>All factors are considered in the development of key technical principles.</p>	<p>Annual review</p>	<p>WIG to initiate and oversee</p> <p>TAG to sign off on agreed principles</p>

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3. RESEARCH – REVIEW AND CONSULT ON R&D OUTPUTS AND DIRECTIONS

ACTIONS	END RESULTS	TIME FRAME	RESPONSIBLE
<p>3.1 Review industry-agreed research and development priorities for internal parasite management</p> <p>Identify information gaps.</p> <p>Provide awareness/information to government and industry so that they are aware of requirements for R&D support</p>	<p>Research targeted at priority areas, through funders being provided with industry priorities</p> <p>Information gaps identified and incorporated into revised priorities. Regular consultation between researcher funders, research users and researchers</p> <p>Gaps and opportunities identified and clear recommendations supplied to industry and government policy makers.</p>	<p>On-going</p>	<p>WIG to initiate and oversee review</p>
<p>3.2 Regular consultation process in place between research funders, research users and researchers</p> <ul style="list-style-type: none"> • Including dairy and deer representation • Includes annual review of all research to assess coordination of research and the dissemination and adoption of results in the area of internal parasites. 	<p>Relationship developed between, researchers, funders and users</p> <p>Review results disseminated through extension strategy</p>		<p>WIG</p>

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4. RESOURCES & TOOLS - DEVELOP EFFECTIVE SUPPORT RESOURCES AND TOOLS

ACTIONS	END RESULTS	TIME FRAME	RESPONSIBLE
4.1 Facilitate training programmes for vets and industry	Understanding gained on the level of participation and an assessment made on how effective the programmes are.	Annual review,	WIG to initiate and identify review team
4.2 Develop the capability to capture research outcomes and industry outcomes in a single resource point	A central resource database developed, including industry and research outcomes, access available to WIG and TAG	On-going	WIG to initiate, B&L NZ to hold central resource
4.3 Ensure 'Wormwise' handbook is up to date and build on current resources – links to 2.1	Wormwise handbook disseminated containing the most current information. Further develop current resources, ensure all publications are up to date.	As required	WIG to initiate, TAG to review
4.4 Promote Wormwise principles to curriculum for vet and agricultural students <ul style="list-style-type: none"> ▪ Institutions include Lincoln University, Massey University, Telford Rural Polytechnic, and PrimaryITO. 	Provide information for the tertiary institutions to include the Wormwise key principles in animal science/production/management papers. Maintain a website, quarterly newsletters, twitter, facebook, case reports	.	WIG

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5. EXTENSION & ADOPTION – SUPPORT BEHAVIOUR CHANGE TOWARD MANAGEMENT PRACTICES THAT MINIMISE THE IMPACT OF INTERNAL PARASITES

ACTIONS	END RESULTS	TIME FRAME	RESPONSIBLE
<p>5.1 Promote the Wormwise brand, use guidelines and develop a marketing campaign</p>	<p>Control is established over the use of the brand, avoiding misrepresentation.</p> <p>Increased brand awareness.</p> <p>Increased awareness of key technical principles, resulting in behaviour change by farmers.</p>	<p>On-going</p>	<p>WIG</p>
<p>5.2 Communicate the key principles</p> <ul style="list-style-type: none"> ▪ To highlight the need for diagnostics and integrated internal parasite management ▪ To encourage vets in particular to take ownership. ▪ To encompass broader industry needs 	<p>Key influencers are aware and understand the need for integrated internal parasite management.</p> <p>The increased understanding by vet’s results in them taking ownership of the key principles. Resulting in clear consistent messages being disseminated to farmers.</p> <p>Clear objectives outlined in the Wormwise communication plan.</p>	<p>Ongoing</p>	<p>WIG</p>

<p>5.3 Increase overall awareness through a communication/promotion programme targeting farmers</p> <ul style="list-style-type: none"> ▪ Increase distribution of publications and resource material ▪ Incorporate the results from the I review of the research into extension products ▪ Ensure information disseminated is technically sound makes economic sense, and is relevant to current farm management practices. ▪ Continue to promote that Wormwise is an industry agreed initiative ▪ Increase awareness knowledge and uptake <p>Ensure consistent messages sre disseminated Develop multi media approach, for a range of situations</p>	<p>Farmers are aware and understand management practices that minimise the impact of internal parasites.</p> <p>The increase in awareness and understanding leads to farmers implementing management practices that minimise the impact of internal parasites in the short and long term.</p> <p>Clear objectives outlined in the Wormwise communication plan.</p> <p>Increase awareness and credibility of Wormwise</p>	<p>Ongoing.</p> <p>Objectives to be included in the communication plan by</p> <p>Ongoing</p>	<p>extension programme</p> <p>WIG</p>
<p>5.4 Review the effectiveness of the training programme for farmers (workshops) and analyse viability for future application</p>	<p>Objective review conducted on training programme for farmers. Plan of action for future determined.</p>	<p>On-going</p>	<p>WIG</p>