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Assessing pig farmers' trust in their veterinarian: Development and validation of the Trust in Veterinarian Scale (TiVS)

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Introduction

- A qualitative study showed the **importance of veterinarian support and counselling for the farmers** to assimilate and implement new practices (Fortané et al., 2015)
- A previous study showed that pig farmers who followed vet recommendations were always **convinced by these measures** and trusted them (Collineau et al., 2017)
- In human medicine, patients' trust in their physician is considered essential for good quality and effective medical care (Hillen et al., 2012).
- Several scales exist (Muller et al., 2014), whereas only one has been developed in a specific veterinary medicine for pets (Grand et al., 2013).
- In this context, the first aim of this study is to validate the hypothesis according to which the **main determiner of the compliance is the relationship of trust between the farmer and veterinarian.**

Objective : To develop the Trust in Veterinarian Scales (TiVS) to assess pig farmers' trust in their veterinarian

Scale construction process with the Churchill's Method

STEPS

First Step:

Bibliographic Research
on existing scales in human medicine and vet medicine

Second Step:

Qualitative study
4 veterinarians Focus Group (16 swine veterinarians in total)
21 farmers qualitative open-ended interviews

Third and Fourth Step:

Test by experts and
Field validation study
(five couples of swine veterinarians and farmers)

Work in process

GOALS

- To understand the concept of trust
- To define the dimensions of trust
- To differentiate the "type" of trust (interpersonal organisational or institutional)

- To improve TiVS first version from literature
- To explore vets' and farmers' perception
- To explore vets' and farmers' experiences
- To contextualize the scale in Veterinary medicine for the swine production

- To avoid redundancies and reduce the numbers of items for each dimension
- To test scale's feasibility and robustness
- To check item's symmetry and genericity

Results

41 items
7 dimensions explored:
competence, integrity, honesty, confidentiality, fidelity, caring and global trust

51 items adapted to the swine production context
7 dimensions with a new one "availability" and a **merged dimension of honesty and integrity**

Validation by working groups of experts

Work in process

Conclusion

- TiVS is the **first scale adapted to pig farmers' trust in veterinarian.**
- Many factors have an impact: history, psychology, competence, economical context, production organisation, agricultural advisors...
- Trust between farmers and veterinarians is a **dynamic concept**, changing over time and circumstances.
- This scale could be used to identify the different levels and dimensions of trust.
- **Assessing farmers' trust in their veterinarians is probably an essential step to improve adherence to treatments or recommendations and stakeholder's decisions.**