Research on attitudes to animal medicines

Online survey among European citizens

Roxane Feller
IFAH-Europe Secretary General
Brussels, 13 October 2016
Overview

I. Aim

II. Methodology

III. Results
1. Right to medicines
2. Animal welfare
3. Disease prevention
4. Zoonoses
5. Cure
6. Food safety and sustainability
7. Legal compliance
8. Innovation
9. General awareness

IV. Take-home messages and Commitment
I. Aim

Get a good understanding of EU citizens’ perceptions and attitudes towards animal medicines and on the benefits they provide to society:

- treatment and prevention of diseases
- pets and farm animals
- food safety and public health
## II. Methodology

**Methodology**
- Online interviews

**Fieldwork period**
- March / April 2016

**Countries**
- Denmark / Germany / the Netherlands / Poland / Spain / UK (6)

**Target group**
- Representative sample of European citizens: regional distribution, gender and age (> 18 years).

**Sample**
- Size = 6,000 respondents (1,000 per country)
- Balanced sample of the target group
III. Results
1. Animals have the same right to medicines as people

- **65%** agree for pets
- **59%** agree for farm animals

“All animals are equal, but some are more equal than others”

*Animal Farm, George Orwell*
2. Medicines have a positive impact on animal welfare

60% don’t know/think medicines have a positive impact on the welfare of farm animals
3. Prevention: animals should be vaccinated regularly

- **2/3** agree for *pets*

- **1/2** agree for *farm animals*

> “All animals are equal, but some are more equal than others”
> *Animal Farm, George Orwell*
4. Zoonoses: vaccination of animals helps prevent transfer of disease from animals to people

3/5 agree for pets

1/2 agree for farm animals

over 40% don’t know /believe that vaccination of animals prevent disease transfer from animals to people
5. Cure: animals are given medicines to treat them when sick

Disease treatment

- 3 out of 4 are aware for pets
- 2 in 3 are aware for farm animals

“All animals are equal, but some are more equal than others”
*Animal Farm, George Orwell*
5. Cure: antibiotics are routinely given to farm animal even when they are not sick

Antibiotic treatment

46% believe

43% don’t know
6. Food safety and sustainability

Food quality
+80% agree that healthy animals will produce better quality products (e.g. milk)

Sustainable production
75% agree that healthy animals enable a sustainable food production and supply
6. Food safety and sustainability

Food safety

70% don’t know /agree that medicines given to farm animals make food safer
7. Legal compliance

Citizens ……
- 62% know: animal medicines are tested and reviewed before being sold.
- >1/2 are aware: use of antibiotics in farm animals is regulated and controlled by national authorities.

Citizens……
- >50% aren’t aware: animal medicines meet same safety standards as medicines for people.
- >1/2 don’t know: animal medicines are assessed by independent scientists before being licensed.
- 52% are unaware: prescription and sale of animal medicines is strictly regulated.
- 60% don’t know: manufacturers of animal medicines comply with all legal requirements (production, distribution & sale).
60% don’t realise that manufacturers of animal medicines need to comply with all legal requirements (production, distribution and sale) before they can be used.
8. Innovation

- 53% agree that all new technologies should be allowed to help develop new medicines for animals

- 68% agree that scientists should be allowed to use new technologies to develop new medicines
9. General awareness: how well do you feel informed by the media in general regarding the use of animal medicines

- 17% fell well informed
- 17% don’t know
- 66% don’t feel well informed
IV. Take-home messages and commitment
Take-home messages

1. Let’s note that the animal health industry: investment in developing, testing and manufacturing → safe, effective and quality medicines & vaccines

R&D spend: 7.8 % of turnover

2. Don’t forget that Europe has one of the world’s most stringent system → for licensing & controlling animal medicines & vaccines

3. Mind the gap: there is an urgent and serious need to increase public awareness about animal medicines & vaccines and to communicate on
   - **Benefits**: animal health & welfare, human health and food safety
   - **Legal compliance**: stringent regulation & control
   - **Responsible use**: all key stakeholders are working together
Our commitment

We as IFAH-Europe will continue to work together with authorities and stakeholders in animal health and welfare, human health and the food sectors to increase people's knowledge about animal medicines and vaccines, and to address public concerns.