

# Workshop ECVPH on economics applied to animal health



Trainer: Dr. Barbara Häslér, PhD  
[bhaesler@rvc.ac.uk](mailto:bhaesler@rvc.ac.uk)  
Royal Veterinary College, London, UK

Dr. Jörn Gethmann  
[Joern.Gethmann@fli.de](mailto:Joern.Gethmann@fli.de)  
Friedrich-Loeffler-Institute

Organisation: Franziska Schäkel  
Institute for Biometry, Epidemiology and Information Processing,  
WHO Collaborating Centre for Research and Training for  
Health at the Human-Animal-Environment Interface  
University of Veterinary Medicine Hannover  
[franziska.schaekel@tiho-hannover.de](mailto:franziska.schaekel@tiho-hannover.de)

PD Dr. Roswitha Merle  
Institute for Veterinary Epidemiology and Biostatistics  
Department Veterinary Medicine  
Freie Universität Berlin  
[roswitha.merle@fu-berlin.de](mailto:roswitha.merle@fu-berlin.de)

## DATES, LOCATION AND REGISTRATION INFOS

Date: 8 - 10 July 2019  
Location: University of Veterinary Medicine Hannover, Foundation  
Bünteweg 2,  
30559 Hannover  
Germany  
Room: TiHo Tower, Room 217

Registration is available on a first-come-first-serve basis until June 11, 2019, please send an Email including your name, institute and employer to [Franziska.schaekel@tiho-hannover.de](mailto:Franziska.schaekel@tiho-hannover.de). Participation is free of charge (no course fees), however, costs for catering, hotel as well as any other costs are not covered!

## SCOPE AND AIM

Animal health issues play an important role in animal production specifically and in society as a whole. Economic concepts, approaches and methods applied to animal health are important instruments to support decision making related to animal health management at different levels of society. Economics in animal health studies the economic consequences of disease in different populations, investigates how scarce resources (e.g. money, time and labour) can be allocated in an efficient way to animal health management and looks into human behaviour and decision-making including economic incentives and disincentives. It is the study on how well

informed, rational decisions can be taken where risks, costs and benefits of alternatives are estimated and compared.

This workshop aims at conveying the basics of economics and its use in animal health research and decision-making. The workshop will provide a combination of lectures, discussions, small exercises as well as group work.

## CORE CONCEPTS

During the workshop, the following core concepts will be covered:

- (a) Basic methodological concepts and definitions of economics applied to animal health economics (EAH) including
  - a. Rational choice
  - b. Opportunity cost
  - c. Marginality
- (b) Disease impact assessment
- (c) Application of EAH principles and models to animal diseases and veterinary interventions at the farm level
  - a. Gross margin analysis
  - b. Partial budget analysis, financial cost-benefit analysis
- (d) Application of EAH principles and models to animal disease outbreaks and disease control measures at the population level
  - a. Baselines
  - b. Modelling data
  - c. Social cost-benefit analysis

## LEARNING OBJECTIVES

At the end of this course you should be able to

1. Explain critical economic concepts relevant to inform resource allocation for animal disease management
2. Outline the necessary steps to assess disease impact and explain the use of this information for decision making
3. Conduct basic assessments of health and disease interventions at different levels
4. Discuss the principles of data availability, data collection and modelling for economic analysis

## PREPARATION AND MATERIALS

This is an introductory course to economics applied to animal health and we do not expect participants to have any previous knowledge on economics. However, some of the exercises will be done in Excel and it would therefore be good to familiarise yourself with Excel if you have not used the software before.

Participants should bring their own laptops. It is not foreseen that specialist software will need to be downloaded and installed; the common Office package or equivalent will be sufficient.

All course materials will be made available throughout the course in a shared folder.

## PARTICIPANT INFORMATION

The workshop is open for 30 participants. 20 places are reserved for participants from the TiHo, 10 places are reserved for residents of ECVPH. If TiHo members do not need all 20 places, they can be filled with more residents (on a first come – first serve basis)

## TIMETABLE

### DAY 1 (8 JULY 2019)

Morning	Arrival, registration and networking lunch?	
13.00-14.00	Introduction to course and structure, personal introductions and student expectations Group activity to discuss what economics is and where / how economics plays a role in animal health	Barbara Häsler (and all)
14.00-15.00	Lecture (including short exercise): What is economics, key concepts – Rational choice, opportunity cost, marginality	Jörn Gethmann
15.00-15.30	Break	
15.30-16.00	Lecture impact assessment and baselines	Barbara Häsler
16.00-17.00	Exercise on impact assessment	Barbara Häsler
17.00-17.30	Introduction to group work exercise	Jörn Gethmann

### DAY 2 (9 JULY 2019)

08.30-09.30	Work on group task	All
09.30-10.30	Lecture: Gross margin analysis including cost assessment	Barbara Häsler
10.30-11.00	Break	
11.00-12.30	Exercise gross margin analysis	Jörn Gethmann
12.30-13.30	Lunch	
13.30-15.00	Lecture: Partial budget analysis	Barbara Häsler
15.00-15.30	Break	
15.30-16.30	Exercise: Partial budget analysis	Barbara Häsler
16.30-17.30	Work on group task	All

### DAY 3 (10 JULY 2019)

08.30-09.30	Lecture: Cost-benefit analysis (financial and social)	Jörn Gethmann
09.30-10.30	Exercise: Cost-benefit analysis	Barbara Häsler
10.30-11.00	Break	
11.00-11.30	Work on group task	All
11.30-12.30	Short presentations of group work	All
12.30-13.30	Lunch	
Afternoon	Departure	

## TRAINERS



Jörn Gethmann is a veterinarian specialized in veterinary epidemiology and animal health economics. He is working as a senior scientist at the Institute of Epidemiology, Friedrich Loeffler-Institute. His work focuses on the management of animal diseases including animal disease economics. His recent research concentrates on the economics of Bluetongue disease, BSE and BVD.



Barbara Häsler has a first degree in veterinary medicine and specialises in the use of economics applied to animal health and veterinary epidemiology. Her PhD was on the economics of animal health surveillance and she obtained a postgraduate certificate in higher education in economics. Her research focuses on the evaluation of disease mitigation strategies in developed and developing countries, with a particular focus on food systems approaches. She works as a Senior Lecturer in Agrihealth at the Royal Veterinary College and the Leverhulme Centre for Integrative Research in Agriculture and Health.