Supplementary File 1. Characteristics of strategies 28 to 99. Considered to aim to address the individual primarily, but presenting less than three EAST attributes.

n	Desired	Country	Species	Activity	Phase	Disease/	Description	Imple-	1 2 3 4 5 6				ddeı	r .	E A	, e	т	м	T N	ת נ	C	D	АСЕ	
n	behaviour	Country	Species	Activity	rnase	pathogen	Description	menter	1	2	3	4	5	6	7	E A		1	IVI	1 1	ч Б		Г	АСЕ
28	Enrol; Engage	SE	Cattle	Control prog	V	BVD	Provision of information on National bulk milk screening pre scheme for free.	AH provider																
29	Enrol; Engage	IE	Cattle	Control prog	V	BVD	Multi-stakeholder meetings by county, with farmers organisations, to provide info EU situation options. (authority trust) - show what others do/norms.	AH provider																
30	Enrol; Engage	СН	Cattle	Control prog	V	BVD	Meetings with farmers to engage, those convinced using multipliers to tell their stories and experiences with the disease - pre BVD program implementation.	Authorities																
31	Enrol; Engage	DK	Cattle	Control prog	V	Johne's disease	Information on economic impact, losses of the disease.	AH provider																
32	Enrol; Engage	NI	Cattle	Control prog	V	BVD	Information on economic impact, losses of the disease, benefits control.	AH provider																
33	Enrol; Engage	NI	Cattle	Control prog	C	BVD	Education provision: literature, farmer press. Provision of information on compulsory measures, testing and restriction of movements between farms.	AH provider																
34	Enrol; Engage	DK	Cattle	Control prog	C	Salmonella dublin	Control to eradication period. Time given to join voluntarily to implement the plan before compulsory.	Industry																
35	Enrol; Engage	ΙE	Cattle	AH management	V	General AH	Existence of multi-stakeholder group to enhance communication. (regular meetings)	AH provider																
36	Enrol; Engage	СН	Cattle	AH management	V	General AH	Generation of dialogue and relationships between stakeholders: industry and farmers.	Authorities																
37	Enrol; Engage	SE	Cattle; Pigs	Biosecurity program	V;C	S dublin; Salmonella spp; AH management	Economic incentive: joining provides coverage/insurance/partial compensation if outbreak occurs or Salmonella is detected.	AH provider																
38	Enrol; Engage	SE	Cattle	Biosecurity program	V	AH Management	User friendly system, videos of farmers and their experiences, interactive information, animations.	AH provider																

39	Enrol; Engage	SE	Cattle	Control prog	V	BVD	Subsidies for sampling. Reduced costs for farmers.	Industry						
40	Enrol; Engage	SE	Cattle	Control prog	V	BVD	BVD free status gave an added value to calves creating a market effect.	Industry						
41	Enrol; Engage	NL	Cattle	Control prog	V	BVD; IBR	Farmers only pay a % of the full cost of the schemes.	Industry						
42	Enrol; Engage	NL	Cattle	Control prog	V	BVD; IBR	Quality programs based on points system: certain behaviours add or deduct points, e.g. not being part of IBR, BVD schemes.	Industry						
43	Engage	NL	Aquacultur e	Surveillance	V	Bacterial diseases; zoonotic hazards	Journals/literature/Lectures in aquaculture society for stakeholders cohesion and discussion, involvement. Workshops for workers on zoonosis, network with hospitals. Courses to vets. Information on dissemination of diseases, hygiene practice.	Authorities						
44	Engage	NO	Pigs	AH management	С	General AH	Information from industry and authorities to producers on legislation and biosecurity, tailored and personalised based production system needs.	Authorities						
45	Engage	NL	General	AH management	V	Endemic diseases	Service for endemic diseases/ Helpdesk 5 days a week, 9 to 5pm.	AH provider						
46	Engage	SE	Wildlife	Surveillance	V	E multilocularis	Information provision. Faming message. Education: sample collection. Info on: contribution to society and public health.	Authorities						
47	Engage	SE	Wildlife	Surveillance	V	E multilocularis	Reminders of the strategy, using mailing list and quarterly report.	Authorities						
48	Engage	СН	Cattle	Surveillance	V	Blue Tongue	Producers- participatory strategy : sentinel farms, involved in elaboration of a clinical report and sample collection for monitoring of midges and some payment.	Authorities						
49	Engage	DK	Wild boar	Surveillance	V		Building of network of hunters, working closely to remove practical barriers.	Authorities						
50	Engage	NO	Pigs	Surveillance	С	Swine viruses	Promotion of network /strong relationship between authorities, industry and advisory bodies.	Authorities; Industry						
51	Engage	DK	Wild birds	Surveillance	V	Avian influenza	System facilitating reporting : accessibility, transparency: phone, website, app for birdwatchers.	Authorities						

52	Engage	SE	Sheep	Surveillance	V	Maedi Visna	Sampling for Maedi Visna same time of vaccination campaign for Blue Tongue.	AH provider							
53	Engage	SE	Cattle	Surveillance	V	Q Fever	Opt-out system : made difficult to refuse the use of samples for other purposes. Opt-out forms to be sent by post.	Authorities							
54	Engage	NL	General	Surveillance	C	Notifiable diseases	Development of more rapid and accurate test to shorten period of uncertainty - between submission of samples and results.	Authorities							
55	Engage	NO	Wildlife	Surveillance	V	CWD	Rapid processing of the samples in 1-2 days and access to information on their submissions. Important for management of meat. Shorten period of uncertainty.	Authorities							
56	Engage	NE	General	AH	V	Endemic	System feature to hide result for some time.	Industry							
57	Engage	DK	Wild boar	Surveillance	V	Aujeszky; Brucellosis; ASF	Provide results on Trichinella (of interest for farmers) = time testing for other exotic diseases of interest.	Authorities							
58	Engage	DK	Cattle	Surveillance	V	AMR to mastitis	To incentivise sample submission, more in depth analysis/info and pathogen typing for free.	Authorities							
59	Engage	DK	Pigs	Surveillance	V	Swine flu viruses	When samples are submitted, extra info is provided : regarding specific vaccine needed, genotyping and sequencing for free .	Authorities							
60	Engage	NL	Aquacultur e	Surveillance	V	Vibrio	Free diagnosis report (information) on sampling on the farm: take samples and questionnaire.	Authorities							
61	Engage	NO	Cattle	Surveillance	C	Brucella abortus	Package with Toxoplasma to get farmers more interested and committed to notify and send samples if two late abortions.	Authorities							
62	Engage	DK	Cattle	Surveillance	V	Emerging diseases	Early detection of emerging problems in calves - Provide pathological and histopathological free service. Mailing list to engage farmers, provide information on results and feedback.	Authorities							
63	Comply	SE	Cattle	Control prog	V;C	BVD	Sign on the door stating "BVD-free herd".	AH provider							
64	Comply	NI	Cattle	Control prog	V	BVD	Engagement with stakeholders local farmer representative groups and organisations. Communication, meetings.	AH provider							

65	Comply	NO	Pigs	Control prog	С	MRSA	Communication between stakeholders: meetings, symposium and workshops for farmers to give update information on findings and guidelines on practices and epidemiology of the disease – during eradication program.	Authorities						
66	Comply	IE	Cattle	Control prog	V	BVD	Database system and link to laboratory results that the producers can access.	AH provider						
67	Comply	ΙE	Cattle	Control prog	С	BVD	TASAH: features of the system in terms of communication, links to the database and SMS systems: farmers are sent messages re outcome of results and reminders to test animals or remove animals.	AH provider						
68	Comply	NO	Poultry	Control prog	С	Salmonella spp.	Slaughtering houses have been given access to the sample submission system , to demand those producers their samples beforehand.	Authorities						
69	Comply	NO	Pigs	Surveillance	С	Notifiable diseases	To proof freedom of disease/ Different newsletters with update of information to authorities, to local authorities, industry and farmers - tailoring the message and findings to targeted group (nucleus farms, multipliers, sow pool) - and taking into account the epidemiological differences and importance of each group in regards to infectious diseases.	Authorities						
70	Comply	SE	Cattle	Biosecurity program	V	AH Management	Second stage - Veterinary visit to provide tailored information.	AH provider						
71	Comply	SE	Cattle	Biosecurity program	V	AH Management	System that requires engagement by the farmer and workers and proactive behaviour.	AH provider						
72	Comply	ΙE	Cattle	Control prog	C	BVD	Payment system to cover the cost of the disposal - stage procedure payment linked to the retention time.	AH provider						
73	Comply	NI	Cattle	Control prog	С	BVD	Financial incentive. Cost of replacing the PI cow, not a compensation fee. PI removal was not compulsory, despite the scheme being in the compulsory stage.	AH provider						
74	Comply	IE	Cattle	Control prog	C	BVD	Establishment of the "negative herd" as a milestone.	Industry						

75	Comply	ΙE	Cattle	Control prog	С	BVD	When "negative herd status" is achieved, discounts for testing (for monitoring) are applied by the lab.	Industry							
76	Comply	IE	Cattle	Control prog	С	BVD	Restriction of the herd if PI animal has not been removed after 5 weeks.	AH provider							
77	Comply	NI	Cattle	Control prog	С	BVD	Full movement restriction - to be lifted when PI is sacrificed.	AH provider							
78	Comply	ΙE	Cattle	Control prog	C	BVD	Payment system linked to Beef Genomics and Data Programme (BGDP) – if participation and compliance.	Industry							
79	Comply	NL	Poultry; Pigs	Control prog	C	Salmonella spp.	The status at the slaughterhouse varies according to the freedom of Salmonella - if not free a lower status is assigned (less value) - Quality control norms.	Industry							
80	Adopt BP	DK	Cattle	Biosecurity	V	General AH	Game: related to animal health management and biosecurity.	AH provider							
81	Adopt BP	NI	Cattle	Control prog	V	Johne's disease	"On farm risk assessment" delivered by a vet in partnership with the farmer, seeking the proactive behaviour of the farmer and communication with the vet and supervision.	AH provider							
82	Adopt BP	DK	General	Biosecurity	V	Biosecurity	Provision of information and training in meetings of different groups.	AH provider							
83	Adopt BP	SE	Cattle	Control prog	V;C	BVD	"Green list" of BVD-free farms available to livestock traders. Easier to confirm status of herds prior to selling/buying, and to plan movements also used to see who not free - i.e. not present in the list.	Industry							
84	Adopt BP	DK	Cattle	Biosecurity	V	Biosecurity	Nudging farms. Designed on the basis of nudging, using mainly stimulus/priming strategies : paths, colours, signs that lead to conduct an appropriate behaviour.	AH provider							
85	Adopt BP	DK	Cattle	Control prog	V	Salmonella	Herd categorisation determining trade and	AH provider							
86	Adopt BP	DK	Cattle	Control prog	V	Johne's	Herd categorisation determining trade and	AH provider							
87	Adopt BP	NI	Cattle	Control prog	V	Johne's	Herd categorisation determining trade and	AH provider							
88	Adopt BP	NO	Aquacultur	re Control prog	С	Salmon lice	Restriction: if more 10 weeks higher levels of sea lice, allowance (production) reduces to half the next cycle and cannot be increased in other sites of the same producer.	Authorities							

89	Adopt BP	DK	General	Biosecurity	V	Biosecurity	Transport standard: Cleaning + Disinfection of trucks. Use of washing facilities when returning from trade operations abroad. If an outbreak occurs in a farm due truck coming from an infected country, farmer covers it.	AH provider							
90	Adopt BP	NL	Cattle	Biosecurity	V	unspecified	Quality system . dairy producers lose points if they acquire cattle from far sources.	Industry							
91	Adopt BP	NL	Cattle	Control prog	V	Johne's disease	Milk not collected if seropositive animals are not culled. Milk Quality Assurance : Status A negative herds, B positive herds that have culled positive animals - C not culled, milk is not collected.	Industry							
92	Enrol; Engage	SE	Cattle	Control prog	V	BVD	Industry requirements - participation in the BVD programme part of their quality programme. Only producers in the programme were allowed to deliver milk/animals to slaughter. Late stages.	Industry							
93	Enrol; Engage	NL	Cattle	Control prog	C	leptospirosis	Milk is not collected if not part of the programme.	Industry							
94	Engage	DK	General	AH management	V	General AH	Health Advisory Contract with the herd veterinarian= herd health programme - binding contract.	AH provider							
95	Comply	СН	Cattle	Control prog	V	BVD	Linking BVD to the milk Quality assurance.	Industry							
96	Adopt BP	SE	Cattle	Biosecurity	V	General AH	Quality requirement by the industry re import.	Industry							
97	Adopt BP	SE	Cattle	Biosecurity	V	General AH	Quality requirement by the industry.	AH provider							
98	Adopt BP	NO	Pigs	Biosecurity	V	General AH	Requirements by the industry – import.	Industry							
99	Comply	NO	Pigs	Control prog	С	M hyopneumoni	Close market access during eradication phase.	Industry							

In "activity": control prog= control programme; in "phase": V=voluntary phase, C= compulsory phase; in "implementer": AH provider= Animal Health provider; in "intervention ladder": 1= provision of information, 2=enable choice, 3= guide choice through a change in default policy, 4= Guide choice through the use of incentives, 5= Guide choice through the use of disincentives; in "EAST": E= easy, S= social, A= attractive, T: timely, in "MINDSPACE": M= messenger, I= Incentive, N= norms, D=default, S= salience, P= Priming, A=affect, C=commitment; E=ego.