

A close-up photograph of a white, fluffy dog, possibly a Samoyed, with its mouth open in a happy, smiling expression. The dog's fur is thick and white, and its eyes are dark and bright. The background is a soft, out-of-focus indoor setting.

# Changing the narrative

**How you and  
your practice  
can support  
the campaign**



## What is this campaign about?

Vets and vet teams care deeply about the welfare of animals and take pride in delivering outstanding, highly skilled care for patients and clients.

Recent media and social media coverage has seen high levels of criticism unfairly levelled towards veterinary professionals, questioning their motivations and priorities.

So, this campaign intends to change the narrative by showing the public the realities of the incredible work vets deliver daily to help animal health and welfare.

# What is in this campaign toolkit?



- + Short films you can share
- + Suggested wording for your website
- + Suggested wording for your social media channels
- + Help and advice on how to get media coverage in your local area

# How can you get involved?

We're sharing real-life stories of vets across the profession. Spotlighting the important work you do day to day, from protecting the welfare of the nation's pets to supporting farmers and food production, international trade, disease control and public health.

Get involved in this campaign by:

- ✓ Visiting the dedicated campaign webpage [bva.co.uk/in-safe-hands](http://bva.co.uk/in-safe-hands)
- ✓ Downloading any of the short films you like from [bit.ly/campaign-videos](http://bit.ly/campaign-videos)
- ✓ Sharing these short films with your clients via your social media channels, website, newsletters and practice waiting-room screens
- ✓ Using the campaign hashtag **#InSafeHands** whenever you share the short films





## What are the short films about?

The campaign films have been designed to illustrate the breadth of work delivered by the UK's veterinary community across a range of specialisms, workplaces and businesses.

By sharing these stories across your channels, you can help provide the public with a greater understanding of vets and give them positive insight into what it is to be a vet in the UK today.

# For your social media

Here is suggested wording to use when sharing the short films on your social media channels.

If you've ever wondered why **#VetsFees** cost what they do, this short film behind the scenes of a busy vet practice really shows what goes into caring for the nation's animals — from the skilled professionals through to the high-tech equipment. **#InSafeHands**

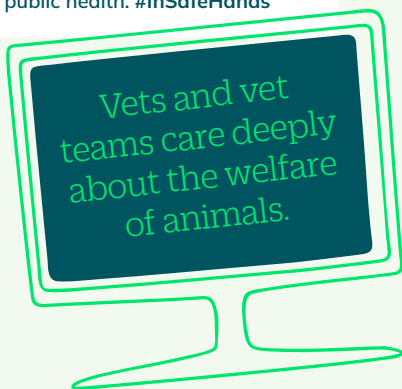
Amazing short 'behind-the-scenes' film of a vet practice that's very similar to ours. It's great to be able to show what goes into delivering care to our patients. **#InSafeHands**

You knew vets take care of the nation's pets but **#DidYouKnow** they play a critical role in UK food production, international trade along with managing disease control and public health. **#InSafeHands**

## For your website

Here is some suggested wording for your practice website. Feel free to copy this or use it as inspiration to create your own wording.

Vets and vet teams care deeply about the welfare of animals and take pride in delivering outstanding, highly skilled care for patients and clients. These short films share the real-life stories and experiences of vets working across the profession and the important work they do day to day, from protecting the welfare of the nation's pets to supporting farmers and food production, international trade, disease control and public health. #InSafeHands



## For local news coverage

Local media coverage can be an excellent way to market your veterinary practice and to promote the services you offer to local customers — all for free.

You can use the tips below to get a story in the local media. Alternatively, send your ideas and case studies to the BVA media team, who will do the legwork for you.

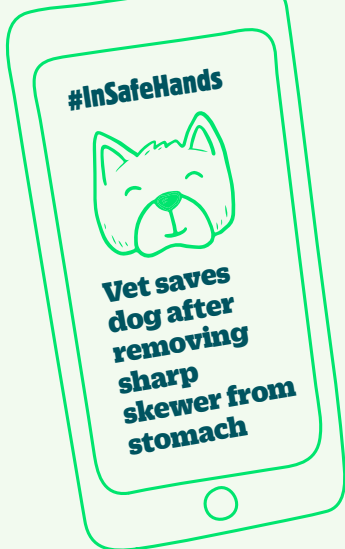
## What is the press interested in?

There are several options for generating local media coverage. BVA members can access BVA's media guide for members. Here are some key takeaways:

### **Become a known and trusted commentator**

A 'go-to' person, for local media on animal health and welfare issues by calling or emailing local journalists and editors with your professional opinion on local news stories to build two-way relationships.





### Share engaging case studies

About day-to-day patient care, from challenging emergencies to heartwarming tales, and your practice's community initiatives. For example, [this story](#) by a St Helen's vet team saving a dog's life by removing a wooden skewer.

Highlight seasonal hazards such as blue-green algae in summer or chocolate dangers at Easter. Always get a client's permission before sharing their name and story and try to include short engaging quotes where possible.



## What to include in a case study

You can pitch these stories to the media yourself or ask the BVA media team to help draft case studies for you. Here's the information you'll need to include:

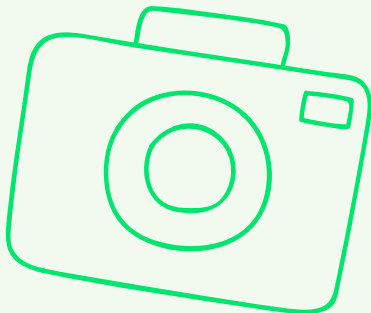
- ✓ Name, location and contact details of the vet/vet practice
- ✓ A few sentences outlining the case — what species of animal? What was the issue? Where did it happen? How it was solved? What was the outcome for animal and client?
- ✓ Get client permission to feature their animal's story in your communications.
- ✓ Once you have permission, share any photos of the animal looking happy and healthy, plus any images that illustrate the issues such as x-rays, pictures of foreign bodies etc.

# Photography dos and don'ts

## Getting permission for your photos

If you are taking photographs, which include identifiable images of members of the public or animals, including your clients or their animals, you must have their permission to use their image. If the image is of a minor under 18 years of age, you must have the permission of their parent or legal guardian. The RCVS Code outlines asking permission to use images of animals in *paragraph 12.10*.

Refer to BVA's Pets in advertising best practice guidance for tips on the responsible depiction of animals in all imagery.



Please share this toolkit with as many veterinary colleagues as possible and always remember to use the campaign hashtag **#InSafeHands** so we can see and share your social media posts.

**Thank you for supporting the campaign**