



Toolkit

The WVA Council selected this theme to shine a spotlight on the dynamic nature of veterinary services, which require cooperation and collaboration across various fields of expertise to address the diverse challenges in animal health and care. By working together, veterinary teams can ensure the highest standards of care and support for animals, their owners, and the globe.

This toolkit has been designed to help veterinary associations, professionals, and organizations participate in the observance of World Veterinary Day by providing ideas, resources, and strategies to promote the theme and raise awareness.

Key Messaging for World Veterinary Day

- **Collaboration Across Disciplines:** Animal health is not the responsibility of veterinarians alone. It requires a team approach, including veterinary nurses, technicians, researchers, and policy-makers.
- **The Vital Role of Veterinarians:** Veterinarians play a central role in the health and welfare of animals, but they are part of a wider team that includes other professionals who contribute to the care and management of animals.
- **Public Health Impact:** Animal health is directly connected to public health. Healthy animals mean healthier communities, and veterinarians are key members of the team that helps prevent the spread of zoonotic diseases and protect both animal and human health.
- **Global Collaboration:** Veterinary teams worldwide, from rural clinics to research institutions, work together to combat emerging animal diseases, promote animal welfare, and ensure sustainable food systems.

Ideas to observe WVD

Educational Outreach and Community Engagement

- **Host a Community Event or Open House:** Organise an open house at your clinic or veterinary association. Invite animal owners, local schoolchildren, and the general public to learn about the importance of animal health, the roles of various members of the veterinary team, and how everyone can contribute to the well-being of animals.
- **School Visits:** Encourage veterinary professionals to visit local schools to educate students about animal health and the importance of working as a team in the care of animals.
- **Host a Webinar or Virtual Panel Discussion:** Organise a webinar with guest speakers from various aspects of veterinary care—veterinarians, animal welfare experts, technicians, and others. Focus on the importance of collaboration and in strengthening the relationships between professionals in achieving optimal animal health.
- **Q&A Sessions:** Host live Q&A sessions on social media where the public can ask questions about animal health, the veterinary profession, and how teams collaborate to ensure animal well-being.

Media and Press Engagement

- **Press Release:** Prepare a press release announcing your observance of World Veterinary Day and explain the theme "Animal Health Takes a Team." Highlight the role of veterinary professionals in the community and how animal health is a shared responsibility.
- **Media Outreach:** Reach out to local news outlets and offer interviews with veterinary professionals. Use this as an opportunity to talk about the importance of teamwork in veterinary medicine.
- **Guest Articles or Op-eds:** Write guest articles for local newspapers or online platforms about how teamwork in the veterinary profession improves animal health and welfare.

Visuals and templates

The old campaign logo has been iterated, and you can find the new logo and visual pieces at <https://worldvet.org/activities/world-veterinary-day/>.



Social media campaign

Spotlight the Veterinary Professional

Celebrating Every Member of the Veterinary Team on World Veterinary Day

Campaign Overview:

The "Spotlight the Veterinary Professional" campaign is a social media initiative designed to celebrate World Veterinary Day by recognising the invaluable contributions of all veterinary professionals. This includes veterinarians, veterinary technicians, nurses, assistants, receptionists, and support staff who work tirelessly to ensure the health and well-being of animals.

Objectives:

- Raise awareness of the diverse roles within the veterinary profession.
- Highlight the dedication and expertise of veterinary professionals.
- Foster appreciation and support for the veterinary community.
- Encourage engagement and storytelling from veterinary professionals and pet owners alike.

Campaign Hashtag:

#SpotlightTheVetProfessional #SpotlightTheVet #SpotlightTheVPP #SpotlightTheVetTech

- **Post Photos & Videos:** Encourage clinics, hospitals, and individuals to showcase their teams in action, highlighting the different roles that contribute to animal care.
- **Use the Hashtag:** Participants should use #SpotlightTheVetTeam to join the global conversation and ensure their content is easily found and shared.
- **Engage & Appreciate:** Encourage pet owners and animal lovers to share thank-you messages, testimonials, and shoutouts to veterinary professionals who have made a difference in their lives.

Call to Action:

Join us in celebrating World Veterinary Day by shining a light on the incredible veterinary professionals who dedicate their lives to caring for animals. Take a moment to share your appreciation and inspire others to recognise these heroes of animal health.

Let's make World Veterinary Day a true celebration of the entire vet team!

#SpotlightTheVetTeam

