

VETERINARY BUSINESS DEVELOPMENT Ltd

IPSO Annual Report – Period covered: 8 September 2014- 31 December 2014.

Introduction

Veterinary Business Development Ltd is a publisher of B2B publications and websites for the veterinary profession. Readers and users include veterinary surgeons (in practice or working within industry), final-year veterinary students, qualified and trainee veterinary nurses, veterinary practice managers, additional support staff and marketers/representatives of companies or bodies working within the sector.

We are based in Peterborough and have more than 30 staff, including editorial staff, production, design, sales and accounts.

Our publications are funded through advertising revenue and are supplied free of charge to qualifying readers. Our titles/products for the period 8 September- 31 December 2014 were:

Veterinary Times: Market-leading, news-led weekly journal. Published 50 times a year. Features news and clinical and other articles for veterinary surgeons. Controlled, free, ABC-audited circulation for January to December 2014: **19,495**. (January to December 2013: 19,367).

VN Times: News-led journal for VNs and trainee VNs. Monthly (published 12 times a year). Features news and clinical and other articles aimed at a veterinary nursing audience. Controlled, free, ABC-audited circulation for January to December 2014: **13,597**.

VBJ (aka The Veterinary Business Journal): Covers management and financial aspects of running a veterinary practice. Not separately audited, but monthly, published 12 times a year and sent out to the full readership of Veterinary Times (plus additional practice managers).

Congress Times: Newspaper for the major veterinary congresses. Produced in partnership with leading veterinary associations and veterinary show organisers. Published periodically, at least five times a year. Sent out to full Veterinary Times circulation and available at shows.

Animal Health Advisor: Covers news and clinical features for SQPs (people who can provide some advice to farmers and pet owners and supply some types of veterinary medicines). Not separately audited, but monthly, published 12 times a year. Sent to approximately 6,000 people, all registered on an external database held by the Animal Medicines Training Regulatory Authority (AMTRA). *

Vetsonline (www.vetsonline.com): Online resource for veterinary profession, featuring daily news updates, articles from our journals, blogs, additional articles. Supplemented by Facebook and Twitter accounts. Some publications also have their own social media presence.

(* Animal Health Advisor's final issue was published in January 2015. The decision to

cease publication was made during the period of this report).

The publications' responsible person is **Paul Imrie, editorial manager, and editor of Veterinary Times.**

Our editorial standards

The editorial team consists of 10-12 people, including editors for each of the above publications/website. We have adopted a regional newspaper structure. A team of two reporters, managed by a news editor. A team of four subs, including a chief sub responsible for style guides, standards and subbing tasks. Each publication has its own editor, including the website. Some people have more than one role (i.e. VN Times editor is also news editor; our chief sub is also Congress Times editor and Veterinary Times deputy editor). We also have an editorial coordinator, responsible for commissioning external content across the publications. This is largely feature content supplied by veterinary professionals.

The structure of the editorial team encourages cross-working, closer team work, and also contributes to maintaining our high standards. Most of our team has been trained by either NCTJ or equivalent bodies, or has studied journalism or media at university/colleges. VBD also has an ethos of training. A legal refresher is arranged annually with Cleland Thom, and we have also engaged him on an annual retainer to provide us with media law advice when we require it. The legal refresher did not happen between September-December.

All editorial staff and the wider company are aware we are members of IPSO. We are also members of the PPA. We follow the Editors' Code, copies of which are supplied regularly, with an explanation, to reporters. We strive to ensure all news items are fair and balanced. We will go to multiple sources if necessary for verification or quotes for lead stories. Examples during this period include our coverage of the various sides of the bovine TB/badger culling debate. It is a subject that splits veterinary surgeons – many in favour, many against – and we aim to reflect this in our news stories and letters pages. Examples are included.

We have a style guide that is worked to by all editorial staff. The chief-sub refreshes this as necessary, and it is resupplied to all editorial staff. Copy enclosed.

All feature content is from independent veterinary professionals working in practice or academia. All commissioned authors are sent author guidelines about how to write and submit features. They are also required to sign an author agreement.

We do not shy away from covering difficult topics that may affect advertisers. If we carry advertising features paid for by companies we will always make this clear on the page, in line with ASA guidance. Guidance on the standards we expect are supplied to advertisers enquiring about advertising features.

VBD's complaints handling process

The company has guidance for handling external complaints (copy enclosed). This refers to "customers", but this term applies equally to readers as well as advertisers or suppliers. It lists the process for handling complaints for the first person taking

such calls. The guidance is included in the VBD Staff Handbook, copies of which are available to all members of staff. Copy enclosed.

Editorially, people with a concern will either ring or email the reporter they originally spoke to or the editor of the publication. Concerns/complaints are therefore noted, investigated and outcomes are reached. Editors are expected to reach a satisfactory conclusion as soon as possible. Most concerns received cover minor factual errors in print. Wherever something has appeared incorrectly, we always try to correct this error by the next available issue. In many instances, a company has made a claim about a product that has been attributed to them from a press release in a News in Brief, and a rival company points out an inaccuracy in what they submitted. No formal record was kept of instances when we had to run a correction/clarification. However, I have checked issues of the journals covered by this report and spoken to editors ahead of compiling this report, and the example as submitted is the only such one I found.

In line with IPSO rules, we have developed and published an Editorial Complaints Procedure (copy enclosed). This explains we are members of IPSO, how to complain and the full processes. Details of the policy and our IPSO membership are included in the journal information panels. Our guidance is hosted online, and also features links to the IPSO website and the Editors' Code. An example of the information panel from Veterinary Times is included here. Staff were also notified of this procedure.

Vetsonline has separate procedures for complaints about comments on the website. A copy of this is also included.

Our training process

The company has an ethos of providing on-the-job training when necessary. It also sends members of staff on external courses or has external course providers in-house to run sessions. No specific editorial training was conducted during the period September-December 2014.

Our record on complaints

No complaints ruled on by IPSO's complaints committee were received by VBD during this period.

There were no other serious breaches of the editors' code handled by me or my staff.

I found one example of a clarification nib for the period covered by this report and enclose it as an appendix.

Appendices

Appendices and enclosures should be treated as confidential supplementary documents to this report and are not for wider distribution or publication without consent.

1. Dealing with External Complaints (from VBD Staff Handbook, updated May 2015).

2. Editorial Complaints Procedure (available at www.vbd.co.uk/complaints).
3. Veterinary Times information panel (appears inside back cover on our letters page on every issue).
4. Vetsonline Complaints Procedure (available at www.vetsonline.com/complaints.html).
5. Example of story clarification "News in brief" from issue VT44.38, p2)
6. Veterinary Business Development Style Guide, supplied to all editorial staff (updated October 2012).
7. Examples from report period of articles on bTB/badger culling to illustrate our balanced handling of issues.

- 1
- 26.18 All documents are to be checked by your Manager and approved before any correspondence takes place.

Record Keeping

- 26.19 A summary of Informal requests for information and formal Subject Access Requests should be recorded and held in a DPA sub folder that will be made available for this purpose on the O drive on the PC network.

27 DEALING WITH EXTERNAL COMPLAINTS

- 27.1 Occasionally, customers may feel the need to contact the Company with a complaint. It is important that such incidents are dealt with correctly. In the case of a complaint made in the form of a telephone call and you are the first point of contact, the following procedure should be followed:

27.1.1 In the first instance, any such call should be directed to the most senior person in the relevant department. For example, a complaint regarding editorial content should be directed to editorial team, printing or print quality should be directed to the production team and subjects such as advertisement bookings should be directed to sales team.

27.1.2 If the person the caller needs to speak to is not available, take a message and inform them someone will speak to them on their return, and that the matter will be fully investigated. Until all the relevant facts are known, callers should be treated politely and sympathetically, but under no circumstances should you admit fault or liability as this may well compromise the Company's position when negotiating a resolution to the alleged problem. It is quite acceptable to say that a problem will be investigated and that the caller will be contacted within a certain time-frame.

27.1.3 If the complaint warrants the involvement of a Director, but one is not available, they should be directed to the next most senior person in the building in the relevant department (sales, editorial or production).

27.1.4 If it is clear that the complaint may not be adequately dealt with that day, stress that it will be handled on the immediate return of the relevant person and inform the caller of the likely time-frame. This should remove the problem of multiple calls from the complainant on the same subject. It is perfectly acceptable to put a caller on hold to check the diary or whiteboard, or to ask a colleague, for information of the relevant person's availability. Then notify the most senior person available of the complaint and what is required, for instance a call back.



2 Veterinary Business Development Ltd

HOME – COMPLAINTS

Editorial Complaints Procedure

Veterinary Business Development (VBD) believes in, and strives for, the highest standards of journalism, and is committed to accuracy and fairness in its journals and digital content. However, despite our best intentions, mistakes can sometimes happen, and where we have got something wrong we will endeavour to rectify it as soon as we can.

We take all complaints about editorial content seriously, and, as members of the new Independent Press Standards Organisation (IPSO), VBD is committed to abiding by the rules, regulations and Editors' Code of Practice IPSO enforces.

About this procedure

VBD's **Editorial Complaints Procedure** applies to printed editorial content in publications and digital content it controls in the United Kingdom of Great Britain and Northern Ireland, Channel Islands and Isle of Man.

The procedure does not cover complaints regarding:

- taste/decency, or due impartiality;
- advertising (this is regulated by the Advertising Standards Authority);
- complaints about "user-generated content" (ie material on digital services, including websites or apps, that was not posted by us or on our behalf) that we have not reviewed or moderated; or
- complaints about books.

How to complain

You must clearly state if you are making a formal complaint under our **Editorial Complaints Procedure**.

Complaints should be made no later than **four months** after publication. If an article remains accessible on any digital platform, complaints will be accepted up to **12 months** from its first posting. VBD will consider formal complaints under this policy from:

- any person directly affected by the matter complained of; or
- from a representative group affected by an alleged breach of the Editors' Code that is significant and of substantial interest; or
- from a third party seeking to correct a significant inaccuracy of published information.

Complaints should preferably be put in writing, either in an email to the relevant editor of the journal/website (contact details are below) or by writing to him/her at VBD, Olympus House, Werrington Centre, Peterborough PE4 6NA.

Veterinary Times: paulimrie@vbd.uk.com

VN Times: eileengreen@vbd.uk.com

The Veterinary Business Journal: jameswestgate@vbd.uk.com

Animal Health Advisor: rebeccahubbard@vbd.uk.com

Congress Times: christinemoss@vbd.uk.com

Online content: editor@vetsonline.com

You can also telephone 01733 325522 and ask to speak to the editor of the publication. If you are making a formal complaint under this procedure, you will be asked to document it in writing as below.

Complaints to us must:

- clearly state you are making a formal complaint under our **Editorial Complaints Procedure**.
- fully reference (publication, volume, issue number, page number and article title, or link to a webpage or web address) the article you are complaining about.
- outline the nature of your complaint, with specific reference to the IPSO Editors' Code of Practice.
- provide any documents that will help us assess your complaint.

Note: we reserve the right to reject, without further investigation, complaints that show no breach of the Editors' Code; that are trivial, hypothetical, abusive, offensive, or otherwise insignificant. If you are taking legal action, we may be unable to consider your complaint.

What will happen next

The relevant editor, on his own or in conjunction with other members of our editorial team, will investigate your complaint. If we find an

error has been made, we will aim to rectify it as quickly as possible. We aim to acknowledge your complaint within **5 working days** of receipt. Complainers should agree to respond promptly to any request for additional information. If we receive multiple complaints about the same issue, we may make one response to all.

We will resolve your complaint to the best of our ability within **28 days** of receiving everything we need from you to allow us to investigate. We will treat any complainant courteously and with respect, and expect the same in return from any complainant.

Failure to agree: complaining to IPSO

If we fail to meet the timescale, or you are unhappy with our final response to your complaint, you can complain to IPSO. IPSO offers a without-charge complaints handling service to the public in cases where there has been a disagreement between complainants and publishers over whether the Editors' Code has been breached.

Policy changes

VBD reserves the right to amend this policy as required to ensure compliance with IPSO and its regulations, and will update the guidance here or another url. Any complaints will be considered against the published policy at the date of receipt of any complaint.

November 3, 2014

Write to The Editor, Veterinary Times, Olympus House, Werrington Centre, Peterborough PE4 6NA or email paulimrie@vbd.co.uk

Join the discussion
Veterinary Times welcomes letters from readers. Email paulimrie@vbd.co.uk

Editorial instructions: All letters can be published, in some instances, and as the editor's discretion, letters will be published. The views and opinions expressed in any letter published in this column are not necessarily those of the publication. The editor, Veterinary Business Development Ltd, or any of the staff working for it.

PAWLITICAL DEBATE
MPs and their pets wait excitedly ahead of the Westminster Dog of the Year competition.

"13 week old Rosie having her breakfast at #Westminster this morning! Who will be crowned #MPDogofTheYear?!"



"Reigning #MPDogofTheYear Champion Noodle has arrived, ready to judge!"



"Congratulations to @RobFelloMP and the lovely Diesel, winners of Westminster Dog of the Year 2014! #westminsterdog"

CASCADE CONDRUM

"When options for cheap pet medication are available, should vets be obliged to tell pet owners about them?"

"@petthetvet difficult when we are bound by the cascade system. Doctors are obliged to use generics. Opposites we get blamed for."

"@emmaminethevet It's hard to explain stuff like the Cascade to the public. Not really interested! But it explains a lot about high prices"

VETERINARY TIMES

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VBD is committed to the highest standards of accuracy and fairness, but mistakes can occasionally occur. For full details of our formal editorial complaints procedure, visit www.vbd.co.uk/complaints and FSC certified papers. VBD is a member of press regulator the Independent Press Standards Organisation (IPSO). For full details, visit www.ipso.co.uk/IPSO/

We are committed to reducing the environmental impact of our publications wherever possible; therefore, all our publications are printed using soya-based inks and FSC certified papers. Designed and produced by Veterinary Business Development Ltd. Printed in Great Britain by Pensord, Blackwood, Gwent

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Average net circulation Jan-Dec 2013 19,367



What about raw feed?

Dear editor,
I feel compelled to comment on the article in issue 42 regarding wet versus dry feeding. Although the article was very detailed, I was disappointed to find no mention of raw feeding. When will this method be accepted by the profession?

As a raw-feeding RVN (minced pre-made complete diet), I get annoyed with the uninformed arguments given by colleagues who have no knowledge of what they are protesting against: "your dog will get a foreign body" – not on a minced diet he won't; "you will be sorry when it has Salmonella" – how many faecal samples positive for salmonellosis came from raw-fed dogs?

I am aware of how the relationship between a major food company and a practice works, and how we are encouraged to promote its brand, but it is not for everyone. I like to be able to read my dog food label and understand what has gone into it and it would be refreshing to discuss raw feeding with fellow informed colleagues.

I'd also like to point out clients may leave a practice when they are made to feel uncomfortable with their choices. I am a member of several forums and it is common for feeders to seek more sympathetic vets, or recommend a vet who has no problem with raw feeding. In times of austerity, losing clients over such a matter cannot be sensible.

A lot of raw feeders are extremely knowledgeable about nutrition, while pre-made minced formulas make raw feeding convenient, balanced and cost-effective.

How many raw-fed dogs are atopic, overweight, suffer dental disease, constantly present with digestive disorders or exhibit behavioural problems? The list goes on.

I have asked referral dermatologists how many dogs seen are raw-fed. They do not have an answer. As expensive exclusion diets are a large part of reaching diagnosis, this would be a question asked or perhaps a method trialled? It is frustrating the majority of veterinary professionals simply shut down when the subject is raised.

I appreciate raw feeding is not for everyone, but let's stop bashing raw feeders and provide more information so an informed opinion can be made and passed on. I recently spoke with a vet who didn't realise you could purchase pre-made diets, which, to me, displays just how little knowledge is available on the subject.

Yours faithfully,
STACEY WILLIAMS, RVN,
6 Parramatta Street,
Rawtenstall BB4 6AF.

Reply from author Marge Chandler:

Dear editor,
I thank Stacey for her interest in the article and in nutrition. My Veterinary Times article did not address the feeding of raw foods as that was not relevant to the topic of dry versus canned foods. I also would like to see evidence on any potential benefits of feeding raw foods because, while there is enthusiasm among proponents of this practice, there is little to no valid data on this. An evidence-based article was published on raw food feeding (Freeman L et al, 2013) – I refer interested readers to this article. Yours faithfully,
MARGE CHANDLER, DVM, MS, MANZCVSc, DACVN, DACVIM, ECVIM-CA, MRCVS,
Easter Bush Veterinary Centre, University of Edinburgh,
Easter Bush, Roslin,
Midlothian EH25 9RG.

Freeman L et al (2013) Current knowledge about the risks and benefits of raw meat-based diets for dogs and cats. JAVMA 243(11): 1549-1558

Foundation for many

Dear editor,
The report on the Veterinary Christian Fellowship and the numerous letters discussing it since have been interesting. Mr Isaacson (October 20 issue) in his letter questions the basis of our profession, in which he expresses the opinion it is "science-based".

In many ways, I feel that is a problem for the profession because much of what we do is not evidence-based. Even in the medical profession, studies have revealed significant numbers of diagnoses are found to be incorrect at postmortem. RCVS has started to stimulate some discussion about building the evidence base.

When I chose to be a vet aged 11, it was not because of the science, but rather a real calling in a real life experience at Sunday school in a congregational church. I have followed that ever since. If you visit my practice, you will see a large sign in the waiting room that is effectively the keystone of my life and practice. The sign contains Proverbs 12:10-11 – "A good man cares for his animals". The veterinary profession changed out of a desire to grow out of quackery, but genuine people with a care for animals were certainly appreciated over thousands of years. Nativity scenes have had a powerful impact for more than 2,000 years.

In almost 50 years of following my vocation, it is clear people are involved, and people are highly complex. In my professional doctorate¹ I opened with several references from The Bible because

there is a wealth of instruction there on communication skills. One consultation skills model is Helman's "folk" model², which is about exploring belief systems and recognising these differ between people. Developing an appreciation and respect for people with different beliefs is something different faith groups think about and practise. There are atheist churches, which could be a challenge to all groups to explore the reasoning behind whatever they believe.

I like to think of the world as one church with all the people in it, but that might be how heaven is described. I am in heaven when I appreciate just a little of what the animals have taught me about myself and other people. To ignore this or reject it from this or any other veterinary publication seems to reject the foundation of our profession. I applaud Veterinary Times for publishing the report and allowing the discussion afterwards. Finding the questions to ask is the first piece of scientific discovery.

Yours faithfully,
PAUL R MANNING, MA, Vet MB, MSc(Vet GP), DProf, MRCVS,
Millington Gate,
Willen,
Milton Keynes MK15 9JF.

- References
1 <http://vbd.co.uk/journals/eng/submit/84/1/25-1.pdf>
2 Manning P R (2004) Consultation skills in veterinary practice. 2nd Edition, Maffley University
3 www.vetpractice.com/consultation-skills-chapter-04-consultation-skills-04-01
4 www.vetpractice.com/consultation-skills-chapter-04-consultation-skills-04-01
5 <http://link.springer.com/10.1007/978-1-4020-2942-1>

Respect goes both ways

Dear editor,
Further to Mr and Mrs E Cooper's letter in the October 20 issue, I must point out Mr Isaacson's letters are questioning, rather than disrespectful, which was my inference from their final sentence.

The final paragraph implied that, as a member of their asserted "liberal profession", Mr Isaacson's questioning of why evangelical Christian language appeared in a report-type article in Veterinary Times was disrespectful. Mr Isaacson identifies himself as a scientist and, therefore, as a "liberal profession" we must all respect his right to ask questions and get answers.

Respect between religion and secular ways of life must go both ways.
Yours faithfully,
WILL EASSON, BVMS, MRCVS,
12 Maes Y Grug,
Church Village, Pontypridd,
Mid Glamorgan CF38 1UN.

Drawing the short straw

Dear editor,
Roger Evans in his article "Humour, honesty and hypocrisy" (October 13 issue) believes the best control method for foxes is that carried out by keepers who "cull" them, along with, he hints, any badgers that wander into their gun sights.

This is to protect pheasants, raised by the same keepers, for people to shoot for pleasure.

So, three species draw the short straw. Yet, Mr Evans said he "loved" his sheep.

Yours faithfully,
MICHAEL EDWARDS, BVetMed, MRCVS,
Trelawne,
Church Road,
Lisvane,
Cardiff CF14 0SJ.

Expanding vocabulary

Dear editor,
My congratulations to Elisabetta Mancinelli on her article in Veterinary Times (October 6 issue) on neurological examination in rabbits, which had me reaching for my Oxford English Dictionary. Thanks to Elisabetta, I have taken possession of "obtunded" and am making every effort to utilise it on a daily basis.

"Thank you, but no more whisky sours for me – I am feeling rather obtunded." "Is it me or does Lady Mary on Downton leave you feeling a tad obtunded?"

No greater joy this week than in the word "obtund", as I managed to reference one stuporous dachshund. "I'm sorry to say your dog is dull, nae close to moribund," but the owner, rather portly, some may even say rotund, was also the manager of a London-based hedge fund, so fortunate was the outcome for the obtund dachshund.

Yours faithfully,
RICHARD BEST, MRCVS,
Hill Cottage,
Bath Road, Knowl Hill,
Reading RG10 9UU.

Complaints Procedure

Introduction

We do not create, edit or moderate, users' contributions posts to our message boards, forums or chat room.

Our message boards are only a means of storing and passing on information, and we take absolutely no legal or ethical responsibility for any content posted there.

We only deal with complaints by email.

Procedure for offensive comments

This is the procedure for complaining about content:

- i. That is threatening, intentionally offensive, abusive, liable to incite racial hatred, pornographic, obscene, in breach of confidence, in breach of Privacy; or
- ii. That is discriminatory against race, religion, disability, sexual orientation or gender; or,
- iii. That is in breach of any other person's intellectual Property Rights or breaches any obligation of confidentiality by which You are bound, or
- iv. For which You have not obtained all necessary licences and/or approvals; or
- v. Which constitutes or encourages conduct that would be considered a criminal offence, give rise to civil liability, or otherwise be contrary to the law of or infringe the rights of any third party, in the UK; or
- vi. That is in breach of the rights of any third party;

1. If you wish to complain, please click the Report Abuse button, and complete the form
2. If the Report Abuse button is missing, or does not work, contact **support@vetsonline.com**
(mailto:support@vetsonline.com)
(mailto:editor@vetsonline.com)

Insert the word: COMPLAINT in the subject field, and tell us:

- i. Your name and email address.
 - ii. Details of the offending post, with the URL.
 - iii. Why you consider it to be offensive.
3. We will acknowledge your complaint by email the same working day.

4. We will investigate your complaint within two working days of the complaint being received.
5. We will notify you of our decision, by email. The editor's decision is final.
6. We may remove an offensive post, without the author's consent, if in our sole discretion, if we consider your complaint to be valid.

Procedure for comments that you believe defame you

See examples of defamatory comments (<http://www.vetsonline.com/defamation.html>)

1. This procedure is in accordance with Section 5 of the Defamation Act 2013, Section 1 of the Defamation Act 1996, or Electronic Commerce (EC Directive) Regulations 2002.
2. In this procedure, we use the following terms:

You: The person making the complaint

We / Us / Our: Veterinary Development Limited

The poster: The person who posted the comment that you are complaining about.
3. We will only deal with complaints that allegedly defame you, or someone whom you have asked to represent you.
4. We only deal with complaints by email.

If you wish to complain about comments that you believe defame you:

1. Please click the Report Abuse button that appears with the post, and complete the form.
2. If the Report Abuse button is missing, or does not work, contact support@vetsonline.com (<mailto:support@vetsonline.com>)

Insert the word: DEFAMATION COMPLAINT in the subject field, and answer ALL of the following fields

- i. Your name and email address.
 - ii. Details of the offending post, with the URL.
 - iii. Why you believe it defames you
3. We will acknowledge receipt of your complaint, by email, within one working day.
 4. We will then, either:
 - a. Remove the defamatory post immediately, without the author's consent, if in our sole discretion, if we consider your complaint to be valid. We will inform you of our decision by email, and that will be the end of the matter from our point of view. This does not interfere with your legal rights.

OR,

b. We may take your complaint up with the poster, under Section 5 of the Defamation Act 2013.

5. If we decide on b, we will email you again, and ask you to:

i. Confirm that you do not have the poster's contact details, so you cannot contact them directly to complain.
AND

ii. Decide, in writing, whether you:

a. You **consent** to your contact details being passed to the poster, **OR**

b. You **do not** consent to your contact details being passed to the poster.

6. We may decide to keep the post online until you provide us with all the information required in 5, above.

7. We may reject your complaint if you do not provide us with all the information required in 5, above, within 48 hours (working days only) of requesting it.

In these circumstances, we will remind you about the information you must send for us to continue with the complaint.

8. We will contact the poster within 48 hours (working days only) of receiving your complaint, and:

a. Provide details of the complaint. We will remove your contact details first, if you want us to.

b. Ask them to confirm in writing whether they want the post removed, or to remain online.

9. If the poster wants the post to remain online, we will ask them for their written consent, so we can release their contact details to you.

10. If the poster refuses to provide this, we do not have to reveal their details to you, unless we are forced to do so by a court order.

11. The poster must respond to us within five working days (starting on the date they receive notice of the complaint).

12. If we cannot contact the poster, we will remove the post within 48 hours (working days only) of receiving your complaint.

13. If the poster:

i. Does not reply.

ii. Asks for the post to be removed.

iii. Replies, but does not give:

- a. Sufficient contact details.
- b. Consent for their details to be passed on to the you.
- c. Clear guidance as to whether or not they want the post to be removed.

... then we will remove the post within 48 hours (working days only), and let the you know this has happened.

14. If the poster responds with their contact details, we will pass these on to you, and you can start their own legal action against the poster, if you wish to. Our involvement in your complaint will cease at this point. The matter is then between you and the poster.
15. If the poster responds, but refuses to give their contact details, we will tell you in writing to get a court order to find out the poster's ID; and then we will remove the post within 24 hours (working days only).

In brief

ADVANCED PRACTITIONER: Vets can find out more about the RCVS' new advanced practitioner status at a free webinar at 8.30pm on Tuesday, September 30. The webinar, hosted by The Webinar Vet, will feature a presentation from RCVS council member Kit Sturgess, who is chairman of the college's advanced practitioner panel; RCVS head of education Christine Warman; and RCVS education officer Duncan Ash. It will cover the application requirements for this new "middle tier" accreditation and explain how the new status will signal vets' advanced knowledge and experience to the public and fellow professionals alike. A question and answer session will follow. To register, visit www.thewebinarvet.com/rcvs-advanced-practitioner-status

OTITIS EXTERNA WEBINAR: Veterinary dermatology specialist Peter Forsythe will present a free CPD webinar on otitis externa at 8pm on Monday, September 29. The seminar, organised by Elanco Companion Animal Health, will focus on causes of otitis externa and the optimal way to approach early cases to avoid chronic changes. Topics will include the PPSF system of classification, ear cytology, antimicrobial treatment selection and ear cleaning. To register for the webinar, which equates to one hour's CPD, visit <http://thewebinarvet.com/elanco-register>

FINAL COURSE PLACES: There is still time to sign up for Central College of Animal Studies' training and behaviour diploma courses. A limited number of places are available on courses starting in October, including the Diploma in Companion Animal Training, the Advanced Diploma in Companion Animal Training and the Professional Diploma in Clinical Animal Behaviour. Students can undertake any on a full or part-time basis. For more details, visit www.ccaas.org.uk or email enquiries@ccaas.org.uk or telephone 01359 243405.

STUDENT FIRSTS: Six students at the College of Animal Welfare have become the first to achieve its new ILM Level 3 Certificate in Leadership and Management qualification. The six are Mark Hedberg, Hannah Forrest, Catherine Raymond, Alex Haines, James Hartley and Judi Evans. Further information on the course, which involves online learning and two study weekends, can be found at <http://www.caw.ac.uk/?s=ILM>

PRODUCT CLARIFICATION: We have been asked to point out Dechra's new product Ophos is not the only licensed medication in the UK for equine navicular disease, as Vetoquinol's Naviox is also licensed for cases of navicular disease in horses.

Survey reveals record drop in animal testing supporters

WELFARE campaigners have welcomed news that support for animal testing is at its lowest in a decade.

A survey by the Department for Business, Innovation and Skills revealed a continuing overall decline in public support for animal experiments – which is at its lowest point since 2002.

The survey, carried out in March, revealed 32 per cent of respondents do not support the use of animal experiments. A further 68 per cent of respondents stated they did support animal testing – providing it was for medical research, there was no alternative and animals did not suffer.

Around 34 per cent of people asked stated they did not trust the regulatory system around the use of animals in scientific research, with 35 per cent believing UK rules on research on animals were well enforced.

Recent statistics indicate



there were just over four million scientific procedures using animals in the UK last year – an increase of 0.3 per cent. Of those, around 71 per cent were conducted without any general or local anaesthetic being given to the animal.

One group pleased with the findings is the National Anti-Vivisection Society (NAVS).

NAVS president Jan Creamer said: "It is no surprise to NAVS support for animal research continues to fall. People are naturally horrified when they learn of the needless and outdated experiments taking place, details of which are largely unknown, giving the industry its 'secretive' reputation.

"We need greater transparency and the NAVS urges the Government to listen to the public and remove secrecy in animal experiments."

Although no conclusive data is available, anti-vivisection campaigners have speculated the rise of social media in the past decade may have led to the public's increased awareness and education of animal testing.

RSPCA chief scientific officer Maggy Jennings questioned if more could be done for animals used in experiments.

She said: "These results reveal the public's deep-seated and persistent concerns for animals that suffer in the name of science – concerns shared by the RSPCA.

"Lobbyists for the research community argue everything possible is done to keep animal use and suffering to a minimum, yet in the past decade there has been a massive increase in the numbers of animals used. There has also been increasing acknowledgment many experiments are poorly designed and of questionable value, which means animals have, without doubt, suffered unnecessarily."

Pro-animal testing bodies, however, have argued the vast

majority of the population still back research.

Among them is the BVA, whose animal testing policy focuses supports animal testing, providing animals are replaced with non-sentient alternatives whenever possible, procedures are refined to reduce pain and the number of animals used is reduced.

'Critical role'

BVA president Robin Hargreaves said: "Public opinion about animal welfare across all fields is important and it is interesting to note, on balance, the public is supportive of the use of animals in research.

"However, this support is waning so it is important we emphasise the critical role veterinary surgeons play in ensuring the welfare of these animals through rigorous application of UK animal welfare standards. "We recognise UK animal welfare standards are among the highest in the world and remain committed to the three Rs – replacement, reduction, and refinement."

Animal models are used to advance scientific understanding and play a key role in the development of new medical treatments for both human and veterinary medicine.

It is against the law to use animals for research purposes if there is an alternative method available.

Chris Magee, head of policy and media at Understanding Animal Research, has previously told *Veterinary Times*: "[Animal testing] is necessary work, which has given us everything from insulin, to cancer drugs, to the badger TB vaccine.

"I think we all agree alternatives should be developed and used wherever possible [but] experiments are for medical, scientific, veterinary and environmental research."

George Freeman, minister for life sciences, echoed the importance of animal research. He said: "Animal research is currently essential to help deliver life-changing and life-saving new medicines for conditions such as dementia, cancer and heart disease.

"The results of this survey show the majority of people accept this, but there is room for improvement on openness and transparency in the field."

For more information or to view the results in full, visit www.ipsos-mori.com/research/publications/publications/1695/Attitudes-to-animal-research-in-2014.aspx

It is important we emphasise the critical role vets play in ensuring the welfare of animals through rigorous application of UK animal welfare standards



Robin Hargreaves, BVA president

Dozens of dogs die after home fire

MORE than 60 dogs were killed following a fire at Manchester Dogs Home, with the death toll expected to rise.

According to reports, firefighters were called to the home in Moss Brook Road in Harpurhey at around 7pm on September 11.

Around 150 dogs were rescued from the premises and moved to the charity's sister home in Grappenhall, Cheshire.

Greater Manchester Police and the fire service have launched an investigation, and a 15-year-old was being questioned on suspicion of arson as *Veterinary Times* went to press.

Marcus Noden of Greater Manchester Fire and Rescue Service told the BBC: "We are in the very early stages of the investigation and have a young boy in custody; however, we would ask if anyone was in the area and remembers seeing anything suspicious around the dogs' home that they call police and tell us what they know."

Fund-raising effort
As *Veterinary Times* went to press on September 12, a JustGiving account set up for the home by the *Manchester Evening News* had raised £368,000 in the space of 15 hours.

Concern as raw milk consumption rises

THE Federation of Veterinarians of Europe (FVE) says it is concerned about a growing trend towards the consumption of raw, unpasteurised milk and raw milk-based dairy products.

FVE – an umbrella organisation of 44 veterinary organisations from 38 European countries, representing a total of about 200,000 vets – says farms have been offering raw milk from cows, goats, sheep or other animals, without a clear communication of the risks associated with it.

Raw milk and raw milk-based products may contain many pathogens that can make people seriously sick, such as *Staphylococcus aureus*, *Campy-*

lobacter jejuni, *Salmonella* species, *Escherichia coli*, *Listeria monocytogenes*, *Mycobacterium tuberculosis* and *M bovis*, *Brucella* species, *Coxiella burnetii* and *Yersinia enterocolitica*.

These bacteria may cause vomiting, diarrhoea, abdominal pain, fever, headache and body ache, while some people – especially vulnerable groups such as children and older people – can develop acute, life-threatening illness.

In recent months, several European countries have reported outbreaks of these diseases, which were directly related to the drinking of unpasteurised raw milk.

These cases should not have occurred as they

Vet conquers charity cycle ride challenge

A VET has raised vital funds for charity after tackling a 100-mile cycle event.

David Kydd, of Kydd and Kydd Veterinary Health Centre in Wembley, completed the Prudential Fillet and on Sunday 10th event on August 10.

Despite torrential rain and gale force winds, Mr Kydd completed the event and raised £2,100 for Guide Dogs.

He said: "I was really pleased to have completed the course safely in four and a half hours, and have raised much needed funds for Guide Dogs. Our practice clients and friends have been incredibly generous in sponsoring such a worthy cause."



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Veterinary Business Development

Style Guide

VETERINARY
TIMES

VNTimes

THE Veterinary
Business
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Animal Health
advisor

CONGRESS
TIMES


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This version updated October 2012



MAIN STYLE GUIDE

IF in doubt about preferred spelling, or whether a word is hyphenated, one word or two words, use Oxford Dictionary. If there is a choice then use first mention.

AIM stands for antibiotic in milk. Don't use abbreviation unless spelled out first.

AGES: mid-50s not mid-fifties. The four-and-a half-year-old boy. The boy was four-and-a-half years old. In a court case report: John Smith, 25, of Abingdon.

A / AN: A hero, a hotel. An RAF officer, an RSPCA inspector, an 80 per cent increase. Use what sounds best for clarification.

ABBREVIATIONS:

Do not use full stops after letters (RSPCA, VSA etc).

- No need to use full names of well-known organisations, even on first mention (such as Defra, RCVS, BVA, BSAVA, BVNA, SPVS, VPMA – see **organisation abbreviations** for longer list.
 - No need to use an abbreviation after a full name unless abbreviation is used again in text, or if something is more familiar in its abbreviated form (such as SARS). When an abbreviation is used, the full name should come first followed by abbreviation in brackets at first mention.
 - Use “such as” or “for example” instead of eg in main text (but this is acceptable in tables). Limit use of ie (“that is”) and etc (“and so on”). Remove full stops from these abbreviations if they are used. Ideally, write species in full instead of sp or spp.
 - Use measurement abbreviations only when a corresponding number is right next to it (2kg, 5mm). Abbreviations include: cm (centimetres); kg (kilograms); lb (pounds); mg (milligrams); m (metres), ml (millilitres). See » **MEASUREMENTS** for more detail.
 - Use of feet and inches is more flexible. For example, “a six-foot wall” may be clearer to read than “a 6ft wall”. Heights should use abbreviations (“he was 6ft 2in tall”).
- » **CLINICAL ABBREVIATIONS, » MEASUREMENTS, » MONEY, » TABLES, » TITLES, » SYMBOLS**

ABSTRACTS: Keywords (one word). Separate list with commas, no full stop at end of keywords bit.

ADVISOR, not adviser. See **Preferred spellings**

AFFECT: Refer to **EFFECT**.

AGES: Use hyphens when the age is before the subject (the four-year-old dog) but not when it is just a statement (the dog was four years old). Half measurements are written in full with hyphens (the cat was six-and-a-half years old). Use mid-50s rather than mid-fifties. »

AGEING, with an e (not aging).

ALL RIGHT is right, alright is wrong.

ALTERNATIVE: another possibility; **ALTERNATE:** every other.

ALTOGETHER: completely (“an altogether different view”); **ALL TOGETHER** (in one place).

AMID, not amidst. Likewise, use **AMONG**, not amongst.

AMPERSAND (&): Do not use. NO exceptions, even companies (B and Q; M and S). Only print exception is in author boxes for qualifications.

ANALGESIC – no ‘a’

ANIMALS: Humans, fish, reptiles and birds are all part of the kingdom Animalia, so avoid phrases like “it can be used for animals and fish” if you mean mammals. Animals should be referred to using it (and which), except when they are named.

ANIMAL HEALTH – Institute for Animal Health not ‘of

ANTI: Only used with another word. Hyphenate for clarity (antihistamine, anti-inflammatory).

ANTHELMINTIC: Use anthelmintic (not anthelminthic).

APOSTROPHES: • **Do not use for plurals:** MPs, VNs, SQPs, over-18s, 1990s.

- Used to indicate possession. The vet’s car (one vet); the vets’ cars (more than one vet). Do not use with possessive nouns: yours, theirs, ours, hers or its (as in “its owner”). The apostrophe goes on the last word of compound nouns (his father-in-law’s house).
- Apostrophes also indicate missing words: “three years’ teaching” (of/in teaching); “five years’ experience” (of); ‘flu (influenza); “it’s about time” (it is about time); ‘80s (1980s).
- No extra “s” needed after apostrophe in words ending with an “s” (Mrs Davies’ cat), including acronyms (the RCVS’ decision). Exception: St James’s Park. » ITS/IT’S

ARMY: (British) cap A. Royal Navy, cap R and N.

AURAL pertains to the ear; **ORAL** pertains to the mouth or the spoken word.

BBC Two but Radio 2

BESIDE: By the side. **BESIDES:** As well.

BIENNIAL: Every two years. **BIANNUAL:** Occurring twice a year.

BODYWEIGHT: One word.

BORNE: Mosquito-borne disease, airborne.

BOSS’ not boss’s

BRACKETS: Use sparingly for clarity, particularly in long sentences. Use [square brackets] within quotes to represent words that have been added or changed from the original quote (He said: “It [the VBD style guide] must be adhered to.”) Also use [] for brackets within round brackets, but try to rephrase first to avoid this. Do not use two sets of brackets next to each other; instead, use a semi-colon to separate items inside one set, as in blah blah (the blah; blah).

BRITAIN is acceptable to use. Shorten United Kingdom to UK where possible. Be clear when referring to decisions, statistics etc if they apply to the whole UK or just England, for example. Ulster, for Northern Ireland, is acceptable in news stories and headlines. Avoid southern Ireland – it’s Eire or Republic of Ireland. No need to put England, Scotland, Wales or Northern Ireland in addresses (such as on letters page). » **REGIONS, Regions.**

BSE doesn’t need spelling out.

bTB: This abbreviation for bovine tuberculosis is acceptable with a lower-case b. But spell out as bovine TB first mention.

CAPITAL LETTERS:

- Job titles. Do not cap (managing director, president of the BVA, chief executive, president of the United States, vice-chairman, animal welfare minister, secretary of state for the environment...). The only exception is Prime Minister (of the UK only; all other countries use lower case).
- Official names. Usually capped, but general references afterwards are lower case:
 - Specific bills or acts are capped (Animal Welfare Bill, the Veterinary Surgeons Act 1966), but use lower case for subsequent general references to “the bill” or “the act”.
 - Likewise, no cap needed when the RCVS is just referred to as “the college” or if the University of Edinburgh then becomes just “the university”.
 - Campaigns, schemes, awards etc capped when mentioned in full (Take Your Dog To Work Day, the Practice Standards Scheme, the Practice of the Year award).
 - Wars are capped (First World War, Gulf War, Vietnam War).
- Departments, councils, committees. Use lower case (the RCVS disciplinary committee, the RCVS council, the University of Liverpool department of immunology). Exceptions are full names of Government departments (Department for Culture, Media and Sport) and full names of a university’s veterinary faculty or school (the University of Cambridge Department of Veterinary Medicine). These examples switch to lower case if used in a more generic way (“the Government’s culture department” or “Bristol’s veterinary school”).
- Government. Cap when talking about the current British Government, but not in general terms or regional/foreign governments.
- Miscellaneous exceptions: Allah, Army, Buddha, God, Bible, Koran, Torah, the Queen (ours, not the queen of the Netherlands), Royal Navy, Schedule 3.
- Miscellaneous lower case: century, email, internet, royal family.
- Do not use caps after a colon unless a quote follows.

Note: Facebook, Twitter not any variations.

» CLINICAL ABBREVIATIONS / TERMS, » DOG BREEDS, » GOVERNMENT, » ORGANISATIONS,
» PRODUCT NAMES, » PUBLICATIONS, » QUOTING, » RCVS, » REGIONS, » SEASONS, » SPECIES

CAPTIONS: • Figure number is followed by full stop then cap: “Figure 1. Vets at work...”
“Figure1b” not “1B”. “Figure 1 (left). The new clinic at...”

- Positions use colon then lower case: “Left: the new clinic at...” or “Inset: members of...”
- Grouped caption uses semi-colons: “Top: a vet; centre: a rabid dog; bottom: a rabid vet.”
- Captions end with a full stop.
- Words that would be italicised in main text become Roman (non-italics) in captions.
- A specific figure number should only be used if it is cross-referred to in the main text.
- Captions and author box intros should fill the space. Also avoid stating the obvious. Try very, very hard to avoid repetition in slugline, headline, intro and author box (You can have two out of four).
- In group photos, cross-check the number of names with the number of people in image and check gender. Captions take a full stop at the end, except in AHA.

CARCASE, not carcass.

CENTURY: Don’t cap up and don’t use superscript (21st century).

CHAIRMAN: whether it’s a man or a woman.

A check-up with a hyphen. **A work-up** with a hyphen too.

CHIEF VETERINARY OFFICER – spell out first then CVO.

COORDINATOR, no hyphen in coo words.

CICADA: The name of the Intervet survey is written in all caps.

CLINICAL ABBREVIATIONS: IM (intramuscular/ly); IV (intravenous/ly); SC or SQ (subcutaneous/ly); ID (intra-dermal/ly); PO or per os (by mouth); sid/bid/tid/qid (once/twice/three/four times a day – use lower case). In context, these terms are familiar enough to just be used as abbreviations, but do not have to be.

» **ABBREVIATIONS**, » **MEASUREMENTS**

CLINICAL TERMS:

- Diseases are not capped – foot-and-mouth (with hyphens), laminitis, bluetongue – unless they are named after a person (John's disease) or a place (West Nile virus).
- Use traditional spellings, not American: anaemia, anaesthetist, caesarean, carcass, faecal, homeopathy, paediatrics, preventive etc. One exception is fetal. Other exceptions for book and journal titles, and the official names of organisations.

» **PRODUCT NAMES**, » **ORGANISATIONS**, » **SPECIES NAMES**

COLON (:) and **SEMI-COLON (;)**

- The colon (:) is generally used to introduce a quote, a list or a secondary element of a subject ("A new disease had emerged: bluetongue") or a heading.
- The semi-colon (;) is usually used to separate items in a long or more complex list, or as an alternative to a full stop when the following sentence links closely with the preceding one ("Jack declined the vodka; he was a non-drinker.") In this case, *the sentence that follows the semi-colon should make sense on its own*, as if it followed a full stop.

» **HOWEVER**, » **LISTS**, » **QUOTING**

COMMAS: Usually used for clarity to represent pauses or to separate items in a list.

Common places they are often used include after "however", "therefore" and "for example", and before "but". They are not used when there is no natural pause in sentence ("Perhaps Dr Brown will consider the plan" vs "Dr Brown will, perhaps, consider the plan.")

Use after people's names to introduce additional information: John Black, of Wisbech Vet Clinic,... or John Black, a professor of small animal surgery,...

» **FOR EXAMPLE**, » **HOWEVER**, » **PRODUCT NAMES**, » **QUOTING**

COMPANY NAMES: Avoid Ltd or plc unless they help with clarity. Take extra care with spelling (for example, Boehringer Ingelheim, Genitrix, Janssen, Vétoquinol). Ceva not CEVA.

COMPLEMENT/ARY: adding extra features to enhance something; a full number of something "a full complement of staff"; complementary medicine (alternative therapies).

COMPLIMENT: praise; **COMPLIMENTARY**: free.

COMPOSED/COMPRISED: Composed of, or just comprised. Not comprised of.

COMPUTED TOMOGRAPHY, in context it's well enough recognised to use CT.

CONTINUOUS (no interruptions); **CONTINUAL** (constantly or frequently occurring).

CURRENTLY, PRESENTLY: These are often redundant. "The group is currently researching..." – "is" shows that it's happening now.

DASH: The en dash – is longer than a hyphen (use **alt-** on Apple). It is useful for delayed impact or to separate concepts in a longer sentence. » **LISTS**

DATA: Both singular (the data shows) and plural forms (these data show) are acceptable but datum is the official singular.

DATES: Style is December 12 or January 20, 2008. If the date is followed by text, eg, “July 28, 2013 at Belgravia House” it doesn’t need a final comma after 2013. Avoid including years unless you’re talking about a forthcoming occasion more than a year away, or a past event. A full decade is preferred (1990s, rather than 90s) – no apostrophe before s. If it reads better as ’80s, use an apostrophe at the start (left facing). In news or review articles, remove the date if the event described was more than a month previously so our coverage doesn’t seem out of date.

DEFAECATE – use ‘a’.

DEGREES: Use **alt shift 8** for degree symbol. Style for temperatures is 7°C or 80°F.
» **Appendix 4: Keystrokes and glyphs.**

DEPENDENT: (adjective) “The decision was dependent on the committee’s feedback.”

DEPENDANT: (noun). A dependant is a person who is dependent on another.

DIETICIAN, not dietitian.

DIFF QUIK trade name. No hyphen

DISEASES: See » **CLINICAL TERMS**

DISCREET: Careful, unobtrusive. **DISCRETE:** Separate, unconnected.

DISSOCIATE, not disassociate.

DOG BREEDS: Only need capital letter if named after a place or person. See **Appendix 5** for a more comprehensive list, and also be guided by Oxford dictionary.

DOUBLE LETTERS: Not always needed for past tense or “ing” (eg balloted, benefited, combated, focused, focusing, riveted). However, occur becomes occurred, occurring.

DRUGS: Use INN names not old BAN names for drugs names. Avoid trademarked names if possible. Check that drug names in an article are licensed for the species and use as given in the article. Use NOAH, VMD and the Formulary and if still in doubt check with the author.

See » **PRODUCT NAMES**, » **CLINICAL ABBREVIATIONS**

ECONOMIC: Related to the economy. **ECONOMICAL:** Thrifty.

ED/T ENDINGS: Prefer “ed”: burned (not burnt), spelled (not spelt), learned (not learnt).

EFFECT / AFFECT: **Effect** is a noun, meaning the consequences of something: “The effect will be huge”. **Affect** is a verb, meaning to have an impact on: “The decision will affect all vets.” To complicate matters, effect can also be used as a verb (meaning to bring about) but this has limited use (most commonly “using something to effect change”).

ELISA – no need to spell out

ELLIPSIS (...): Immediately follows the end of the word, with a space before the sentence continues (The report stated: “Many vets disagreed with the decision... More than 1,000 signed a petition.”). Use **alt;** for glyph, rather than typing three dots (see **Appendix 4**).

EMAIL: The word is lower case, no hyphen. See » **WEB / EMAIL** for guidance on addresses.
ENQUIRE / ENQUIRY, if asking or making an enquiry. **INQUIRY** for official hearings.
EUTHANISE: Not euthanase and definitely not euthanatise. Also avoid “put to sleep”.

EVERYONE is singular (“everyone must complete his or her assignments” – not their).

EXCESS WORDS: See **Appendix 6** for ways to write more concisely.

EXCLAMATION MARKS: Avoid when possible.

EXPERT: Use cautiously. Try “specialist”, “professor of...” (where appropriate) or similar.

EXTRAMURAL – one word. Spell out extramural studies first time then EMS.

FETAL – used in preference to foetal.

FIRST OPINION SERVICE. No hyphen, same as small animal practice.

'FLU: Can be used in place of influenza, but must have the apostrophe (left-facing) at start.

FOOT-AND-MOUTH: Both the 2001 and 2007 cases were outbreaks, not epidemics. Use lower case and hyphens, even when it is just referred to as foot-and-mouth (without disease).

FOR EXAMPLE: As “for example” is followed by a comma and creates a somewhat stand-alone phrase, it usually requires some separation from the surrounding text for clarity, by using brackets or dashes: “It is important to rule out concurrent disease – for example, diabetes or hyperthyroidism – before starting treatment.”

FOCUSED – one ‘s’

FULL STOPS: Don’t use after initials or web and email addresses. » **WEB / EMAIL**

FUND-RAISING: With hyphen.

FRACTIONS: Should be written out (two-thirds, three-quarters). » **NUMBERS**

FUROSEMIDE (INN) not frusemide (BAN).

GOVERNMENT: Use a capital G only if the word refers to the current British Government. Lower case if talking generally or about foreign/regional governments or a past government. The devolved governments are known as: the Welsh Government; the Scottish Government (formerly Scottish Executive), which includes the Scottish Parliament; and the Northern Ireland Assembly.

Government departments take lower case, eg the treasury.

» **BRITAIN,** » **REGIONS,** » **Appendix 3: Regions.**

Gram-positive and Gram-negative, because it’s named after a person.

GYPSY rather than gipsy, but use the term with caution.

HE / SHE: An anonymous singular person is referred to as he or she (and his or her), not they/their (“The owner is responsible for his or her pet.”) Consider using a plural instead to avoid sentences becoming cluttered (“Owners are responsible for their pets.”) Animals should only be referred to as he or she when they are named. Even dairy cows or bitches are it not she. Bulls are it not he. » **IT / THEY.**

HEADLINES: Aim for dynamic, interesting headlines, no matter how dull the topic might seem. “The” is virtually banned in headlines, unless it’s an absolute gem. “A/an” and “and” are to be avoided when possible, as is the past tense. Use present tense, active headlines on all news pages (and as many features as possible). Avoid repetition in subject slug line, author box, intro and headline. If some duplication is inevitable then only two out of the four is allowed. » **INTROS 2.**

HEALTH CARE two words.

HINDLEG, HINDLIMB, HINDQUARTER, FORELIMB: No hyphens or spaces.

HOLLAND: This is not the same as the Netherlands; it is just one region of it.

HOMEOPATHIC: Not homoeopathic.

HORSE BREEDS: Thoroughbred is a breed of horse and takes a cap T to distinguish it from thoroughbred horses generally. However, other breeds and types of horses are lower case, so quarter horse, warmblood. Exceptions if the breed is named after a place, such as Connemara, in line with how we treat dog breeds.

HOWEVER: When it introduces a new concept or sentence, it should be preceded by a full stop or semi-colon, and followed by a comma. When used mid-sentence, however, commas can be used on either side (like here!). The same punctuation rules apply to “therefore”.

HYPHENS: Should be use sparingly and for clarity.

- Descriptive words (adjectives): A hyphen is used to join two (but sometimes more) descriptive words that come immediately before the subject they are describing. The hyphen is dropped if the same words are used away from the subject. Examples:
 - “The left-hand glove” (with hyphen); “The glove was for the left hand” (no hyphen).
 - “The 10-year-old dog”; “The dog was 10 years old.”
 - “I will read up-to-date research papers”; “I will keep up to date with the latest research.”If more than one compound adjective (the joined words described here) comes before the subject, both are hyphenated: “Both the left-hand and right-hand gloves should be worn”; “The black-and-white, four-week-old puppies.”

Exceptions: small animal practice, large animal vet, first opinion clinic.

NOTE: Words ending with “ly” (adverbs) do not take hyphens in this context (the highly regarded course, fully fledged vets, commercially available products).

- Separating vowels: Hyphens are used for clarity (such as pre-operative), but **“coo” words are no longer hyphenated** (coordinator, cooperate).
- Re: Most “re” words are well known enough to not need a hyphen, even when a vowel follows (reassess, reassure), except when followed by an “e” (re-establish, re-examine).
- Hyphen is acceptable in place of “to” between figures (20-30 per cent) if meaning is clear.
- Most prefixes (anti, non, semi, sub) should not stand alone and should be attached to another word with a hyphen or in full.

- Common words *without* hyphen: email, life cycle, hindleg, no one, ongoing, postoperative, self assessment, side effects, straightforward, subclinical, subcutaneous, website.
 - Common words *with* a hyphen: foot-and-mouth disease, south-west (and similar), two-thirds (and similar), vice-president (and similar), well-being.
- » FRACTIONS, » NUMBERS, » REGIONS, » TITLES, **Appendix 3: Regions.**
-

IF: Rather than getting bogged down with subjunctive clauses and probabilities, the short answer is that “if I was” and “if I were” (and similar examples) can both be used. It seems that “if I were” should be used when something is entirely speculative or unrealistic (“if I were you”), while “if I was” applies to a situation that could occur (“if I was promoted”).

INITIALS: Try to find out someone’s first name if only initials are provided (including author boxes). When initials are used, separate with a space and do not use full stops (J K Rowling). Initials are used in reference lists. » REFERENCES

INTERNET is lowercase.

INTO is one word, but **on to** is two words.

-ISE to end words, not **-ize**.

INTRO 1 (first paragraph of news story): Really aim to hook readers by making the first par punchy and angling the story to as many people as possible (therefore, avoid an intro like “A WEST Sussex vet...”). Aim for less than 30 words. The first word is capped; if this word is A or I, also cap the second word.

INTRO 2 (blurb under author’s name): Along with the headline, this is our principal chance to lure someone to read the article. Try to make this intro as interesting as possible by avoiding repetition of the headline. Pick out aspects of the article that are topical or different, and try to find points of interest for all vets. Intros should fill the space – no short lines.

IT / THEY (COLLECTIVE NOUNS):

- Associations, committees, councils, companies etc are singular (the VMD **is**, Pfizer **has**, BSAVA **claims**, Peterborough City Council **wants**, the BBC **launches**).
- The singular form applies even when the name ends with plural (the Royal College of Veterinary Surgeons **is**; XYZ Laboratories **is**).
- Followed by *which*, not *who* (“The RSPCA, which has also voiced concerns, plans to launch a petition”) and *it* and *its*, not *they* or *their* (in its report, the RVC claims it is...)
- Exceptions: police and sports teams (Boston United **are** expecting to win on Saturday; the police **are** expecting trouble). » ITS / IT’S

ITALICS: Used for films, journals, books, ships (but not articles or presentations, see » PUBLICATIONS). Not used for common French or Latin terms that have been anglicised (*per se*, *et al*, *in vitro*, *status quo*). » PUBLICATIONS, » REFERENCES, » SPECIES NAMES

ITS / IT’S: The misuse of these words is appallingly common and will not be tolerated.

It’s is a shortening of “it is” and has an apostrophe to represent the absent “i”.

Its describes the ownership of something, in the same way as *his*, *her* or *their*. If you are unsure, take a step back and imagine the word in full (“the cat sat on it is mat” is nonsense).

JUDGEMENT: With an E (not judgment).

THE KENNEL CLUB, not Kennel Club – rephrase if necessary to ensure it is correct.
KEYWORD is one word.

LAST (FINAL) / PAST (PREVIOUS): He achieved a lot in the *last* five years of his life.
In the *past* five years, I have built...

LEISHMANIOSIS if referring to animals, but Lesihmaniasis if referring to humans.

LEUKAEMIA, LEUKOCYTOSIS. We generally follow the English spelling of using the optional 'a' but note that some words are incorrect if you insert an 'a' (eg leukocytopenia) so make sure you check.

LICENCE (noun): Driving licence, TV licence, off licence.

LICENSE (verb): The drug was licensed in the EU. The FDA licenses drugs.

LIFE CYCLE: Two words.

LISTS. A bulleted list containing short items should be introduced with a colon. Each item then starts with lower case and is followed by a semi-colon. The final item should be preceded with "and" (or "or") after the semi-colon of the previous item. Longer items (with a lot of text or when the item contains more than one sentence) should start with a bullet and a capital letter and end with a full stop.

LUNGEING not lunging.

MEASUREMENTS:

- Measurements are only abbreviated with they are right next to their corresponding number, without a space between (5cm, 4ft 2in, 5mg/kg) – in this case, all numbers are in figures not words. Note 150 sq km with spaces not as 150sqkm. Note: mg/kg is the same as mgkg^{-1}

↳ CONTINUED OVERLEAF

↳ **MEASUREMENTS CONTINUED**

- Abbreviations include: **bw** (bodyweight – but only shorten when it's with other abbreviations, such as drug dosages); **cm** (centimetres); **ft** (feet); **in** (inches); **IU** (international unit); **kg** (kilogram); **lb** (pounds); **st** (stones); **m** (metres); **MB** (megabyte); **mg** (milligrams); **ml** (millilitre); **μ** (mu, micron, micrometer – in InDesign, this symbol is created by typing a lower-case m in the "Maths With Greek" font). Hour is preferably written in full, rather than hr.
- Use of feet and inches is flexible. For example, "a six-foot wall" may be clearer to read than "a 6ft wall". Heights should use abbreviations ("he was 6ft 2in tall").
- Measurements are written in full when they are separate from the number ("dosages were provided in milligrams per kilogram"; "50 kilometres per hour").

- Less familiar abbreviations are better in full (acres, gigabytes, hectares, miles, square miles/kilometres etc). In this case, the figure is separate from the measurement so numbers less than 10 are written in words (four miles).
 - All numbers with a half or quarter are written in figures (4.5 per cent), except for ages or other year references (the dog was four-and-a-half; the project took six-and-a-half years).
- » **ABBREVIATIONS**, » **AGES**, » **NUMBERS**

METHICILLIN not meticillin.

MONEY: • Use £ or € sign. Use a comma for more than three digits (£1,250 or £25,000).

- “A multi-million-pound plan” is okay for intros, but big sums are shortened to £1m, £34b.
- Leave out double zeros in pence (£6, not £6.00). Pence becomes p next to a figure (50p).
- Other currencies should have a clarifying prefix (US\$1m, AU\$6.4m, CA\$4.5m, HK\$2b) and should be followed by an approximate, rounded pound conversion in brackets (only needed on the first figure mentioned in that currency to provide a rough guide) – www.xe.com is a good conversion site. » **NUMBERS**

MRI Magnetic resonance imaging. Can now use as MRI without spelling out first time.

MUCUS (noun): The blood-stained mucus. **MUCOUS (adjective):** The mucous membranes.

MULTINATIONAL – one word.

MYRIAD: Is both an adjective and a noun (a myriad of reasons; the myriad reasons).

NEARBY (adjective): The nearby clinic. **NEAR BY (adverb):** The man was near by.

NFU no need to spell out.

NIBS: Should be no more than 50 words, ideally 30 to 40 words.

NON: Must be used as part of a word or hyphenated.

NO ONE: No hyphen.

NONE: Means no one, and takes singular verb (none was present).

NSAIDs: This means non-steroidal anti-inflammatory drugs, but the abbreviation is well-known enough not to need explaining in full (note the lower-case final s).

NUMBERS:

- Numbers zero to nine are written in words, including in headlines (Importance of food: part one), tier, level, type etc.
- Exceptions: – dates (May 5), Figure 1, Table 1, page 1, turn lines on page layout (continued from page 6), Schedule 3, 24/7, q8 (and similar).
 - When a measurement is right next to the number (4km, 3ml, 5am).
 - Numbers with fractions (4.5 per cent), but ages or other year references should be written in full (the dog was four-and-a-half; the project took six-and-a-half years).
 - Chemical substances, formulae or other more complex uses (omega 3; 4-hydroxy; n=7).
- Numbers 10 and above are numerical, except at the start of a sentence (“Fifty-one vets claim...”). Try to rephrase the sentence where possible to avoid starting with a number.

↳ **CONTINUED OVERLEAF**

↳ **NUMBERS CONTINUED**

- Million and billion are abbreviated only for money (£2m, £3b), not for other quantities. Use quarter-of-a-million etc sparingly – these are often clearer (and shorter) as 250,000. Don't use 5k instead of 5,000.
 - Take extra care with chemical compounds (N₂CO₄) or other likely uses of subscript and superscript – always check the original.
 - Hyphen can be used in place of “to” between figures (20-30 per cent) if meaning is clear.
- » AGES, » DATES, » DEGREES, » FRACTIONS, » MEASUREMENTS, » MONEY, » TABLES
-

OCCURRED, OCCURRING: Double R.

OKAY: rather than OK.

ON TO: Always two words.

OR: When two items are separated by “or”, the following verb is guided by the second item. “A dog or a cat is needed” (singular); “A dog or several cats are needed” (plural).

ORGANISATIONS: For punctuation purposes, generally be guided by how the organisation names itself (refer to logos and official publications). For example: The Kennel Club (capital The); the Badger Trust (lower-case the); Dogs Trust (no the); Battersea Dogs and Cats Home (no apostrophes). The official name will generally override the style guide (for instance, don't add an extra o to British Homeopathic Association, or modify American spellings in official names) except for ampersands (&), which are banned (except for author qualifications box in VT).

See **Appendix 2: Organisation abbreviation guide.**

» ABBREVIATIONS, » COMPANY NAMES, » UNIVERSITIES

OUT-OF-HOURS SERVICE. Can abbreviate to OOH after first mention.

OUTPATIENT: No hyphen.

OVER: Do not use for quantities – use “more than” (**UNDER:** Use “fewer than” or “less than”).

PARAGRAPHS: The final line of a paragraph should contain no less than half a line of text (at layout stage, not in Word). This should be achieved by editing or rewriting text, or by adding soft returns from as early as possible in the paragraph.

PARA-PROFESSIONAL. Takes hyphen.

PCV – packed cell volume, no need to spell out.

PCR – polymerase chain reaction. No need to spell out.

PER CENT: Two words. Symbol only to be used in tables. Numbers less than 10 in words.

PHENOBARBITAL, not the old form phenobarbitone. We use the INN choice for generic drugs rather than the BAN.

PHONE – use telephone when referring to the call you make, but can use phone to refer to the instrument. We prefer mobile phones rather than mobiles. You don't need to write out mobile telephones.

PHOTO CREDITS: Photo: FOTOLIA/PHOTOGRAPHER.

PREVENTIVE (as in health care), not preventative.

POINT OF VIEW: No longer hyphenated, except in subject/theme headings at top of page.
PRIMAEVAL with an 'a'.

POST: Drop the hyphen when word is clear without it (**postmortem, postoperative, even perioperative, but not when two letters the same appear next to each other as in pre-emptive**) but retain for clarity (**post-surgery**). » HYPHENS.

PROGRAMME: Used in most cases – only use **PROGRAM** for computer software.

PRACTICE (noun): A premises (a veterinary practice) or the act of doing something (“I have been in practice for three years”; “Putting theory into practice.”).

PRACTISE (verb): “Those who practise veterinary surgery” is no different to “those who practise the piano” or “practise what you preach”.

THE PRINCESS ROYAL: Use a capital T (The Princess Royal) but no need to use HRH. After first mention use either Princess Anne or The Princess Royal.

PRINCIPAL: Main or most important; head person (practice principal); invested money.

PRINCIPLE: A rule or belief.

PRODUCT NAMES: Don't use TM after product names. Allow unconventional spellings if this will be clearer for readers (iPod, ProMeris). Always check if drug names are generic ingredients (eg paracetamol – lower case) or brand names (Panadol – capped). Authors sometimes mention the drug and manufacturer, separated by a colon (Eqvalan: Merial). Avoid phrases that imply endorsement of products and always attribute claims about a product's benefits to the company. “Contact *your* Intervet account manager” should become “Contact *a (or an)* Intervet...” » **COMPANY NAMES, » ORGANISATIONS**

PROFESSION: Veterinary profession and animal health industry (not veterinary industry).

PRURITUS, not pruritis.

PUBLICATIONS: • Use italics and title caps for main publications: books, journals (including our own), TV shows, films, albums, song titles (and ships).

- Check official titles (for instance, to see whether “The” should also be capped and italicised, as in *The Veterinary Business Journal*).
- Use double quote marks and non-italics, and only cap the first word (unless a proper noun is in the title, obviously) for items contained within these main publications: titles of book chapters, journal articles, research papers, speeches and songs. Example: An abstract of her PhD thesis, “Mastitis: a qualitative study”, was published last year in *Cattle Practice*.
- Rather than long, cumbersome titles, consider referring to a publication or speech more generally: Her presentation, “A discussion of hoof assessment methods”, revealed... could become: Her presentation on hoof assessment methods revealed...

» **ITALICS, » REFERENCES, » VETERINARY TIMES ETC.**

QUALIFICATIONS:

- Degrees are in lower case when referred to in general terms (“He completed his bachelor degree in four years”; “Her masters thesis was on equine health.”) An exception is PhD.
- Use capitals only for full degree or qualification names: “He graduated with a Bachelor of Veterinary Science”; “She completed the Certificate of Exotic Wildlife Medicine.”

- In main text, try to write out degree names in full, rather than using abbreviations (for example, MPhil = master of philosophy). Exceptions are PhD or very long qualifications.
- For abbreviated qualifications (such as in author boxes), do not use full stops (BSc, BVetMed, BVSc). Double check what letters are capped. No extra spaces for related items in brackets: BSc(Hons), CertES(Orth).
- When MRCVS is part of the qualifications, it should come last.
- RCVS recognised specialist is lower case.

QUEEN: Refer to the Queen with a capital Q and lower-case t. No need to add Her Majesty.

QUOTING: • Use double quote marks. Only use single marks for a quote within a quote.

- Quote marks after full stop in a complete quote (which will usually start with a colon and capital letter): She said: "We agree wholeheartedly."
- Quote marks before full stop for a partial quote: She said they agreed "wholeheartedly".
- Quoting style: Use colon when introducing speaker at start of quote – He said: "Yes." Use commas when attribution is at the end of the quote – "Yes," he said.

RCVS: Cap when it's referred to as "the Royal College", but not when it's just "the college".

RECENT is banned in news stories. Use selectively in back-page articles: "a general comparison of recent research and studies from the 1950s" is fine, but it's redundant in a phrase like "recent research by Brown (2007)".

REFERENCES

Reference list

- **General:** Article or chapter titles are in non-italics and only the first word is capped (except for proper nouns, obviously). Use title caps and italics for book, journal or proceeding titles. The reference should be as complete as possible, even if you have to search for missing details yourself. Reference numbers go in superscript inside the punctuation, eg, the drug was simply wonderful².
- **Simple reference:** Note:
 - no comma between author surname and initial;
- Space between initials in a name
 - full stop after year bracket;
 - no comma between journal/book name and edition number; and
 - issue and volume number now tight together.

Example: Smith A, Black Q and Brown T (1995). New research into mastitis, *Veterinary Times* **37**(40): 18-22. Or: Smith A et al (1995). New research into mastitis, *Veterinary Times* **37**(40): 18-22.
- **More complex references:**
 - As above except use a full stop after article title, followed by In
 - Abbreviations: editor (ed); editors (eds); edition (edn), first, second etc (1st, 2nd).
 - Page numbers preceded by colon, even after place of publication.

Example: Smith A, Black Q and Brown T (1995). New research into mastitis. In Cooke R and Baker N (eds), *Cattle Practice* (9th edn): 18-22.
- **Books:** publisher then place. For example, Cooke R and Baker N (2001). *Cattle Practice* (9th edn), Blackwood, St Louis: 18-22. Note that titles of books are capped but article titles are sentence case. Garfen M R and Milton J L (1999). *Avian Influenza*, Wiley Blackwell, Chatteris: 101-123.
- Neiger-Aeschbacher G J (2007). Geriatric patients. In Seymour C and Duke-Novakovski T

(eds), *BSAVA Manual of Canine and Feline Anaesthesia and Analgesia* (2nd edn), BSAVA, Gloucester: 1,303-1,309. Note: it isn't 1303-9, we include commas and full numbers.

- Linwick D et al (2010). The physiology of pain in hamsters, *Journal of American Veterinarians* 12(2): 65-78 (www.vetsonline.com) Note: website goes at end and does not have full stop at end.

Proceedings: Rico P (2003). Approaches to sheep disease, *Proceedings of the 14th Sheep Disease Society Conference*, BSAVA, Gloucester: 322-443.

Thesis/university papers: Brodbelt D C (2006). *The Confidential Enquiry Into Perioperative Small Animal Fatalities*, PhD thesis, RVC, University of London.

Websites: Woodbine N (2011). *Bonjour*, www.vetsonline.com

Some authors may shorten publication names. This is fine as long as all the references are then shortened, and vice versa, if one is shortened but the rest are in full, then the odd one out needs to be in full. If you're desperate for space you can shorten them, but try to be consistent with in the article.

Random capitalisations in chapter names/article titles -> remove these unless they're necessary.

Where it says "epub ahead of publication", try to provide a working link to the article.

Split web addresses at the point of punctuation to avoid en dash.

Referencing in main text

- Avoid detailed references or long website addresses in the main text – refer the reader to the reference list (even if you have to create one yourself).
- If author's name is part of the sentence, use brackets just around the year: "According to a study by Smith (2004)...":
- When author and year are together in brackets, separate with a comma: "An American study (Smith, 2004). When two references are cited together, separate with a semicolon (Smith, 2004; Wesson, 1999). Likewise, use semi-colons to avoid double brackets "...according to a report on the Goat Veterinary Society (GVS; Smith, 2004)".
- » COLON / SEMI-COLON; » PUBLICATIONS

REGIONS: See Appendix 3 for a more detailed guide.

UK: All general regions are in lower case (east midlands, the north) and hyphenated (south-west, north-east). Historic region names that are usually capped, such as East Anglia or Mercia, may be capped. Take care with UK counties or authority districts: there are now counties called North Lincolnshire and North East Lincolnshire (but if you are referring to the north-east portion of Lincolnshire proper, don't cap up north-east).

Note: South Downs, Mendips, Pennines.

Counties include: East Sussex, West Sussex, Greater Manchester, Merseyside, Tyne and Wear, West Midlands. North Yorkshire is now a county, as are East Riding of Yorkshire, South Yorkshire and West Yorkshire. The City of London and Greater London.

Other: Continents are also capped (including North America), but not world regions (south-east Asia, far east, western Europe, the Continent but continental Europe, antipodes, eastern religion). An exception is Middle East. » BRITAIN, » GOVERNMENT

REPORTED SPEECH: When the person is quoted in past tense ("he said" rather than "he says"), the following sentence is also in past tense, even if it refers to the future.

Examples: "Mr Smith said he was due to meet councillors next week."

"She said any vet who was affected should contact the RCVS."

"He explained that he could no longer help an animal that was so ill."

ROYAL FAMILY: Written in lower case. No need to use HRH or HM before titles.

SCHEDULE 3: This is an exception to both the cap and numbers rules, so it's Schedule 3.

SEASONS: Use lower case.

SEMI-COLON (;) See **COLON**.

SIDE EFFECT: Two words.

SP / SPP: Acceptable in tables or to save space, but are preferably written in full as species.

SPECIES NAMES: Living organisms are classified using a hierarchical system that ranges from very broad classifications (such as domain and kingdom) through to the specific name of a particular creature (genus and species). The sequence is: kingdom → phylum (and sub-phylum) → class (and sub-class) → order (and sub-order) → family (and sub-family) → genus → species. When these are referred to in text, anything from kingdom to family is capped but not italicised. Genus is capped and italicised, and species is lower case and italicised. For example, humans are of the kingdom Animalia, phylum Chordata, sub-phylum Vertebrata, class Mammalia, order Primates, family Hominidae, genus *Homo* and species *Homo sapiens*. Refer to the veterinary dictionary for guidance on which level a term refers to. When the genus and species are mentioned, the genus is abbreviated on the second reference (for example, *Staphylococcus aureus* becomes *S aureus*).

Note that this applies even to cap headings and to page slug lines,
eg FOCUS ♦ TOXOCARA

Or APPROACHES TO DIAGNOSIS OF TOXOCARA

SPOKESMAN: To be used for both men and women. Likewise chairman.

STATIONARY (when something is static); **STATIONERY** (paper and pens).

SUB-HEADINGS:

- For *Veterinary Times*, a first-level sub-heading (blue) has its own paragraph style and is preceded by an empty line. Text switches to lower case after the first word and should use similar principles to headlines (avoid “the”, try to be creative).
- A secondary sub-heading uses a bullet and bold text. It is not essential to have an empty line above it. If the following text starts on a new line, the heading does not have a full stop. However, a full stop can be used after the sub-heading if the following text starts immediately after it, on the same line.
- A third-level sub-heading uses an em dash (alt -) followed by bold text and a full stop, with the text then starting straight after it on the same line.

SUPERSCRIPIT: Only used for measurements (m^2), complex numbers (10^{10}) and reference tags (...according to an American study³.) Not used for 21st, 22nd etc.

SYMBOLS: In the main text, avoid symbols when possible: > is more than; < is less than; / usually means or. More flexibility when used in tables. Use the “Maths With Greek” font to create symbols such as α , β and μ . » MEASUREMENTS, » TABLES, » Appendix 2

T-SHIRT: Use upper case (T-shirt).

TABLES: Table titles take the style – TABLE 1. Causes of haemorrhage (no full stop at end). The source of the information, when included, should be listed at the bottom of the table in 6pt font. Only cap first word of column headings. In contrast to the main text, under-10 digits and symbols (including % and <) can be used in tables, but fuller text is preferred if space allows. When referring to a table in the main text, use title caps and bold: **Table 1**.

Subs, please note: All tables should be designed, then included on a pdf and sent to the author before use. Allow enough time for this to happen. If you know there is a table, make it up first and send it, specifying when you need a reply.

TASK FORCE is two words.

TELEPHONE: This is preferred to “call” or “phone” when space allows.

TELEVISION in text, but TV is okay in a headline.

TEMPERATURE: See » **DEGREES**.

THERE IS / THERE ARE: Remove when possible. “There are very few analgesics licensed for...” becomes the more concise and clearer: “Very few analgesics are licensed for...”
See **Appendix 6: Concise writing guide**.

THEREFORE: See » **HOWEVER** for guidance on punctuation around this word.

THAT / WHICH:

- Although “that” or “which” can directly refer to something (the boat that sailed into Dover had white sails; the boat which sailed into Dover had white sails), our style is to use that. “Which” is used for a secondary or slightly separate references to the main subject: “The boat **that** sailed into Dover, **which** left from Portsmouth, had white sails.” For a rough rule, which usually follows a comma (and, therefore, a slight pause in the sentence).
- In other uses, that can often be cut: “He said that the course was helpful” / “He said the course was helpful.”
- Use “who”, not that, when referring to people.

THYROXINE: T₃ and T₄ use subscript.

TIME: Use numbers and am/pm. Remove excess zeros (5pm, not 5.00pm).

TITLES:

- No full stops after abbreviated titles (Dr, Mr, Prof).
- Titles are not used on the first mention, including captions and author bio boxes (Bob Smith, then Dr Smith in subsequent references). Exceptions include police and military ranks and some religious titles – in this case, they are usually capped (Major General, Bishop) when they appear immediately before the person’s name.
- Titled professors etc. Professor comes before Lord, as in Professor Lord Robert Winston. So our first mention would be Lord Robert Winston followed by Prof Lord Winston subsequently. Sandy Trees is Prof Lord Trees, with first mention Lord Sandy Trees, followed by Prof Lord Trees.

- Titles can be mentioned in other ways: “Bob Smith, a professor of equine medicine...” (note lower case)
- Always check a person’s title (don’t just use “Ms” because you forgot to ask).
- Professor is in full the first time, then shortened to Prof (no full stop) When we first mention a person in a news story, we do not give them a honorific, so it is Richard Newton in first mention then Dr Newton, for example.
- Councillor is shortened to Coun when used as a title.
- No need to use HRH before members of the royal family.
- Hyphens used for vice-president, past-president, president-elect, under-secretary etc.
- Take care with retired military personnel. Only those who made it as far as a field rank (starting at Major) keep this rank (so it’s just Mark Philips, not Captain Mark Philips).
- First names should only be used in features or for young people. » PUBLICATIONS

TRY TO: You try to do something, *not* try and do it.

TYPE-TWO diabetes, with a hyphen.

UNDER: Do not use for quantities – use “fewer than” (for numbers) or “less than” (for size).

UNIQUE: Use with caution in text and headlines. Be sure “one of a kind” claims are accurate.

UNIVERSITIES: Should be referred to by their official name (the University of Glasgow, not Glasgow University). See **Appendix **** for full names of UK universities with veterinary schools or faculties. For consistency, use lower case “the” before all university names.

USED rather than utilised.

UNITED STATES, preferred, but if abbreviated then use US.

VET: Veterinary surgeon or veterinarian is preferred, but vet is acceptable in headlines.

VN TITLES: • VN is a post-nominal title only for qualified nurses on the RCVS VN list.

- RVN is a post-nominal for qualified nurses on the RCVS VN register.
- Student VN (sometimes used as SVN) is allowed if the student is registered with the RCVS (it shouldn't be used to show a qualification, but the RCVS is looking into this).
- “Nurses” who are neither qualified nor in training should be referred to as veterinary nursing assistants (many probably don't like this, but it's RCVS guidance).
- There are also animal nursing assistants (ANAs) and veterinary care assistants (VCAs), both of which will have taken a recognised course to use the title.
- Avoid using MBVNA, which is a sort of post-nominal introduced by BVNA (it has caused a huge amount of confusion as it would imply the same as MRCVS... it doesn't).

VETERINARY TIMES ETC: Our publications are: *Veterinary Times* (not the *Veterinary Times* or *Vet Times*); *VN Times*; *The Veterinary Business Journal* (note the “The”). If referring to a previous article within a feature use (VT42.21) except in Letters page when we use (February 21 issue).

VÉTOQUINOL: Include accent on the e (by pressing **alt e** before you type e, or use glyph).

WARS: First World War, Second World War (not World War One, World War Two). Wars are capped (Gulf War, Vietnam War).

WEB/EMAIL:

- Avoid these addresses at the end of a sentence by rephrasing or using brackets. If they have to be at the end of a line or sentence, do not use a full stop afterwards as this may cause confusion. Likewise, do not split web or email addresses in the middle of a word as this introduces an incorrect hyphen – instead, break the address at a full stop, / or @. If a split in the word is unavoidable, use a soft return (shift-enter) to avoid a hyphen.
- Don't assume all readers know about the internet – so don't use "google" as a verb (instead try "I used the internet search engine Google...") and add in a couple of words of explanation ("the online bookshop Amazon"; "the web-based auction site eBay.")
- If web addresses start with www., the preceding http:// should be cut. But if an address does not have www., the http:// is essential and should stay (http://technorati.com).
- Avoid long website addresses in the main text – refer the reader to the parent site or create a reference list at the end.

WELL-BEING: With a hyphen.

WHETHER OR NOT: The "or not" is superfluous (see **Appendix 6**).

WHICH: See THAT.

WHILE: Not whilst.

WORK-UP.

X-RAY: use a lower-case x.

YEARS: 2008-9, 1950-63. 1980s then '80s (note it is the closing quote mark not opening one).

COUNTRIES, REGIONS, LOCAL AUTHORITIES and COUNTIES

Regions of England:

East of England.

East Midlands.

London.

North East.

North West.

South East.

South West.

West Midlands

non-metropolitan counties

Cumbria, Hertfordshire, Norfolk, Northamptonshire, Oxfordshire, Suffolk, Surrey, Warwickshire, West Sussex and Worcestershire

metropolitan counties

Greater Manchester, Merseyside, South Yorkshire, Tyne and Wear, West Midlands and West Yorkshire.

National: Reporters should be careful to avoid creating confusion when using the terms national or nationwide. If your story refers to only Wales, Scotland etc, rather than the UK as a whole, ensure this is made clear. Likewise, be clear when referring to decisions, statistics etc if they apply to the whole UK or just England, for example.

Regions: All regions are in lower case (east midlands, north etc) and are now hyphenated, so south-west, south-east, north-west etc.

Historic regions: Historic region names that are usually capped up, such as East Anglia or Mercia (now mostly midlands) may be capped up.

Counties: Take care with UK counties or authority districts. Lincolnshire, Cambridgeshire etc are obvious, but there are now counties called North Lincolnshire and North East Lincolnshire, so if your story is referring to the north-east portion of Lincolnshire proper, don't cap up north-east. Other county/authority areas include East Sussex and North Somerset, in England, and North Lanarkshire or South Ayrshire in Scotland.

Continents and world regions: Continents are also capped up (including North America and South America), but not general world regions (south-east Asia etc). An exception is Middle East, which is capped.

Others

- Borders: If you're referring to the borders, this is genuinely acknowledged as the region either side of the English and Scottish border, so it's lower case. However, the Scottish region known as Scottish Borders (which doesn't run the entire length of the border, confusingly) needs to be capped.
- Midlands: If you wrote West Midlands (upper case), you'd be referring to the metropolitan county that includes Birmingham and Wolverhampton; if you wrote west midlands (lower case), you'd be referring to the geographical area including Birmingham, Staffordshire, Shropshire etc.
- Ireland: Northern Ireland is the preferred term, but Ulster is acceptable, particularly in headlines. Avoid southern Ireland – it's Eire or Republic of Ireland.

If in any doubt, ask an editor or sub-editor.

Appendix 1: PREFERRED AND CORRECT SPELLINGS

ADVISOR, not adviser.

AGEING, with an e (not aging).

ALL RIGHT is right, alright is wrong

AMID, not amidst.

AMONG, not amongst.

ANTHELMINTIC: Use anthelmintic (not anthelminthic).

AUNTIE, not aunty

CARCASE, not carcass

CENTRE ON, not centre around.

CHRISTMAS: Xmas is banned.

DISC for compact disc, but **DISK** for computer disk.

DISPATCH, not despatch.

EUTHANISE: Not euthanase and definitely not euthanatise. Also avoid "put to sleep".

FLIER, not flyer

GYPSY, not gipsy. But ideally use traveller.

GRANDDAUGHTER, **GRANDDAD**

HAREBRAINED, not hairbrained.

JAIL, not gaol.

JUDGEMENT: With an E (not judgment).

MEDIEVAL, not mediaeval

NERVE WRACKING: This spelling is preferred to nerve racking.

REGISTER OFFICE, not registry office.

RELATIVES, not relations.

UNITED STATES is preferred but if abbreviate then can use US.

WHILE, not whilst.

Appendix 2: Organisation abbreviation guide
Abbreviations marked * are well known enough to use
without explaining in full, even on first mention.

AHDA	Animal Health Distributors Association (abbrev in AHA)
AHWBE*	Animal Health and Welfare Board for England
AVA	Association of Veterinary Anaesthetists
AVS	Association of Veterinary Students
AHVLA*	Animal Health and Veterinary Laboratories Agencies
AHT	Animal Health Trust
AMTRA	Animal Medicines Training Regulatory Authority (abbrev in AHA)
BASC	British Association for Shooting and Conservation
BCVA*	British Cattle Veterinary Association
BEVA*	British Equine Veterinary Association
BSAVA*	British Small Animal Veterinary Association
BVA*	British Veterinary Association (spell out in AHA)
BVHA	British Veterinary Hospitals Association
BVNA*	British Veterinary Nursing Association
BVZS	British Veterinary Zoological Society
CAWC	Companion Animal Welfare Council
CAWG	Conservative Animal Welfare Group
CEFAS	Centre for Environment, Fisheries and Aquaculture Science
DEFRA*	Department for Environment, Food & Rural Affairs
FAB	Feline Advisory Bureau
IVIS	International Veterinary Information Service
MDC	Milk Development Council
NDFAS	National Dairy Farm Assured Scheme
NFU*	National Farmers' Union
NOAH*	National Office of Animal Health
NWCG	National Wildlife Crime Unit
OIE	World Organisation for Animal Health (Office Internationale des Epizooties)
PDSA*	People's Dispensary for Sick Animals
RABDF	Royal Association of British Dairy Farmers
RASE	Royal Agricultural Society of England
RCVS*	Royal College of Veterinary Surgeons
RSPB*	Royal Society for the Protection of Birds
RSPCA*	Royal Society for the Prevention of Cruelty to Animals
RVC*	Royal Veterinary College (at University of London)
SAC	Scottish Agricultural College
SSPCCA*	Scottish Society for the Protection of Cruelty to Animals
SGV	Society of Greyhound Veterinarians
SPVS*	Society of Practising Veterinary Surgeons
SVS*	State Veterinary Service (now Animal Health)
VAWM	Veterinary Association for Wildlife Management
VBF	Veterinary Benevolent Fund
VDS	Veterinary Defence Society
VHL	Veterinary Help Line
VIDA	Veterinary Investigation Diagnosis Analysis
VMD*	Veterinary Medicines Directorate
VPIS	Veterinary Poisons Information Service

VPMA*	Veterinary Practice Management Association
VSHSP	Veterinary Surgeons' Health Support Programme
WHO	World Health Organization
WSAVA	World Small Animal Veterinary Association
WSPA	World Society for the Protection of Animals

Guide to dog breeds and capitalisation

Capital letters are used when the dog is named after a place or person.
Same rules for cat breeds..

affenpinscher	Chesapeake Bay retriever	Irish terrier	pointer
Afghan hound	Chihuahua	Irish water spaniel	Polish lowland sheepdog
Airedale terrier	chow chow	Irish wolfhound	Pomeranian
Akita	cocker spaniel	Italian greyhound	poodle
Alaskan malamute	collie	Italian spinone	Portuguese water dog
Alsatian	Coton De Tulear	Jack Russell terrier	pug
American cocker spaniel	curly-coated retriever	Japanese chin	Pyrenean mountain dog
American pit bull terrier		Japanese shiba inu	Pyrenean sheepdog
Anatolian shepherd dog	dachshund (long-haired)	Japanese spitz	
Australian cattle dog	Dalmatian		Rhodesian ridgeback
Australian shepherd dog	Dandie Dinmont terrier	Keeshond	Rottweiler
Australian silky terrier	deerhound	Kerry blue terrier	rough collie
Australian terrier	Dobermann	King Charles spaniel	
	dogue de Bordeaux	komondor	saluki
basenji		kooikerhondje	Samoyed
basset Bleu de Gascogne	elkhound		schipperke
basset Fauve de Bretagne	English cocker spaniel	Labradoodle	schnauzer
basset Griffon Vendeen (grand or petit)	English setter	Labrador retriever	Scottish terrier
basset hound	English springer spaniel	Laekenois	Sealyham terrier
Bavarian mountain hound	English toy terrier (black and tan)	lakeland terrier	Shar Pei
beagle	Eskimo dog	Lancashire heeler	Shetland sheepdog
bearded collie	Estrela mountain dog	Leonberger	shiba inu (or shiba ken)
Beauceron		Lhasa apso	shih-tzu
Bedlington terrier	field spaniel	L�wchen	Siberian husky
Belgian shepherd dog	Finnish Lapphund		Skye terrier
Groenendael	Finnish spitz	Malinois	sloughi
Belgian shepherd dog	flat-coated retriever	Maltese	smooth collie
Belgian shepherd dog	fox terrier smooth coat	Manchester terrier	soft-coated wheaten terrier
Laekenois	foxhound	Maremma sheepdog	Spanish water dog
Belgian shepherd dog (Malinois or Tervueren)		mastiff	spitz
Bergamasco	German shepherd dog	Mexican hairless	springer spaniel
Bernese mountain dog	German short-haired pointer	M�nsterl�nder (large and small)	St Bernard
bichon frise	German spitz klein	Neapolitan mastiff	Staffordshire bull terrier
bloodhound	German spitz mittel	Newfoundland	Sussex spaniel
blue heeler	German wirehaired pointer	Norfolk terrier	Swedish Lapphund
Bolognese	giant schnauzer	Norwegian buhund	
border collie	Glen of Imaal terrier	Norwegian lundehund	Tibetan mastiff
border terrier	golden retriever	Norwich terrier	Tibetan spaniel
borzoi	Gordon setter	Nova Scotia duck tolling retriever	Tibetan terrier
Boston terrier	grand bleu de Gascogne		Tibetan mastiff
bouvier des Flandres	great Dane		
boxer	greyhound	Old English sheepdog	vizsla
Bracco Italiano		Olde English bulldogge (this is different from a normal bulldog)	Weimaraner
Briard	Hamiltonstovare	otter hound	Welsh corgi (Cardigan)
Brittany	Havanese		Welsh corgi (Pembroke) – note that these two are separate breeds
Brussels griffon	Hovawart	papillon	Welsh springer spaniel
bull terrier	Hungarian kuvasz	Parson Jack Russell terrier (full name for Jack Russell)	Welsh terrier
bull terrier miniature	Hungarian puli	Pekinese or Pekingese	West Highland white terrier
bulldog	Hungarian vizsla	pharaoh hound	whippet
bullmastiff		pinscher	
		pinscher miniature	Yorkshire terrier
cairn terrier	Ibizan hound	pit bull	
Canaan dog	Irish red and white setter		
cavalier King Charles spaniel	Irish setter		
Cesky terrier	Irish soft-coated terrier		

University names, faculties and websites

University of Bristol (BVSc)

School of Veterinary Science
Department of Clinical Veterinary Science
<http://www.vetschool.bris.ac.uk/>

University of Cambridge (BA VetMB)

Department of Veterinary Medicine
<http://www.vet.cam.ac.uk/>

University of Edinburgh (BVM&S)

Royal (Dick) School of Veterinary Studies
<http://www.vet.ed.ac.uk/>
(Can refer to this as The Dick Vet School only in Point of View articles.)

University of Glasgow (BVMS)

School of Veterinary Medicine
<http://www.gla.ac.uk/faculties/vet/index.html>

University of Liverpool (BVSc)

School of Veterinary Science
<http://www.liv.ac.uk/vets>

University of London (BVetMed)

Royal Veterinary College
<http://www.rvc.ac.uk/>

University of Nottingham (BVM BVS)

School of Veterinary Medicine and Science
<http://www.nottingham.ac.uk/vet/>

University of Surrey (BVMSci)

School of Veterinary Medicine
<http://www.surrey.ac.uk/vet>
Note: RCVS recognition order is expected in 2019

University College Dublin (MVB)

School of Veterinary Medicine
<http://www.ucd.ie/vetmed/>

Appendix 6: Guide to writing more concisely

By trimming waffle, the same information is delivered in fewer words, which enhances readers' comprehension and interest. It also saves space that can then be used more effectively to include other detail and improve the story generally.

HOT WAFFLES

Challenge yourself to take a step back and think about what you're saying. For example:

- "On a regular basis" can often become regular/ly.
- "On a daily basis" may be shortened to daily.
- "In order to" can often become "to": "*In order to achieve his lifelong ambition, Jack began a veterinary degree.*" vs "*To achieve his lifelong ambition, Jack began a veterinary degree.*"
- "Whether or not" should almost always just become whether.

BE ACTIVE!

Use the active, not passive, voice. This style of writing creates a stronger link between a verb and its subject, so it is usually clearer and more concise. Examples:

- "*Five researchers conducted the study*" (active voice) vs "*The study was conducted by five researchers*" (passive voice).
- "*Owners frequently report reduced calving rates*" (active) vs "*Reduced calving rates are frequently reported by owners*" (passive).

APOSTROPHES ARE FRIENDS

- "*The decision of the committee*" can become "*the committee's decision*".
- "*The congress, which was held this year...*" becomes "*this year's congress*".

ADJECTIVES ARE ALSO FRIENDS

Consider changing detail that is written out in full, separate from the subject, to a descriptive term before the subject:

- "*The study was conducted over a three-month period*" vs "*the three-month study*".
- "*The cut, which was 3cm long, healed well*" vs "*the 3cm cut healed well*".

CURRENTLY IS CURRENTLY NOT ALWAYS NEEDED

Currently and presently are often redundant.

"*The group is currently researching...*" – the "is" shows it's happening now.

BEWARE THE OF!

"*One of the reasons was*" = "*one reason was*".

"*All of the horses*" = "*all the horses*".

And, as mentioned earlier, "*the decision of the committee*" = "*the committee's decision*".

THAT BLOODY THAT!

That can often be cut, and should not be used after said, explained or believes:

"*He said that the course was helpful*" / "*He said the course was helpful.*"

SAW

Use sparingly – it's often a bit lazy and implies objects, events and organisations have eyes.

- "*The IVIS has seen new publications added...*" vs "*The IVIS has added...*"
- "*The event saw two awards presented*" vs "*Two awards were presented at the event*".

VETSONLINE STYLE GUIDE

The style changes referenced in this document are intended to make website copy easier to use, based on the knowledge that people scan website copy rather than reading it in full.

ABBREVIATIONS / ACRONYMS: Although aimed predominantly at a UK audience, Vetsonline attracts an international readership that will not necessarily be aware of even well-known UK abbreviations.

Thus, write all association names in full and put initials in brackets at first mention; so British Veterinary Association (BVA), Association of Chief Police Officers (Acpo), Royal Society for the Prevention of Cruelty to Animals (RSPCA), etc.

Use all capitals if an abbreviation is pronounced as individual letters (an initialism): BBC, US, VAT, etc; if it is an acronym (pronounced as a word) spell out with initial capital, eg **Defra**, Unicef, etc.

Exceptions: BBC and RAF.

AMPERSAND: Although not used in print, the ampersand (&) symbol is acceptable online in a handful of circumstances, such as:

- company/brand names (*Marks & Spencer, Johnson & Johnson, A G Edwards & Son*)
- specific books/films (*Angels & Demons, Marley & Me, Turner & Hooch*)
- certain common abbreviations (*Q&A, R&D*)

However, while the ampersand should NEVER be used in main article text, Chapeau or headline as a substitute for the word “and”, it is acceptable where space is **severely limited** (sous titre, Twitter).

BULLET POINTS: Traditionally, most bulleted lists had semi-colons at the end of each point with an “and” after the second-to-last point and a full stop at the end. However, modern online styles are more minimal. Oxford Dictionaries suggest:

1. The text introducing the list of bullet points should end with a colon.
2. If the text that follows the bullet point is not a proper sentence, it doesn't need to begin with a capital letter (except in the case of names, etc) and it shouldn't end with a full stop. For example:

Tonight's agenda includes:

- *annual review of capital gains issues*
- *outstanding inheritance tax issues*

3. If the text following the bullet point IS a complete sentence, it should begin with a capital letter and end with a full stop:

The agenda for tonight is as follows:

- *We will conduct an annual review of capital gains issues.*
- *The senior tax manager will talk about outstanding inheritance tax issues.*

Bullet points are visually attractive and make it easy for a reader to locate important information, so use them whenever possible. However, do not use too many bullet lists in the same article or their impact will be lost.

CAPITALISATION: Unlike in print publications, the first word is NOT capped up.

DATES: As copy for the web is available indefinitely and could be accessed a long time after initially published, try using specific dates rather than “last week”, “last year” etc. *Exception: less specific dates can be used in the chapeau / sous titre, as these are only on the homepage for a day or two.*

HEADLINES: If at all possible, avoid the use of acronyms, abbreviations and names in headline text (particularly company names, except for product news).

LOCATION, LOCATION, LOCATION: The web is a global medium. Do not assume that all Vetsonline users are UK based – approximately 19% of site visits in the last 12 months came from abroad. Thus, phrases like “across the country” and “nationwide survey” should be, where possible, replaced with a more specific “across Wales” and “UK-wide survey” description etc. Also, try to avoid using location specific descriptions in intros, like “Essex-based vet Peter Smith”, as this limits interest.

NUMBERS: Generally, we should stick to the rules set out in the main style guide. The only exception is if a sentence contains two or more **related numbers** that are above and below 10, in which case both should be written as numerals for ease of comparison (e.g. The RSPCA recovered 5 goats, 11 sheep and 15 cows from the farm). When numbers are treated consistently, readers can recognise the relationship between them more easily.

- **LARGE NUMBERS:** Express larger numbers in numerals followed by million, billion and so forth. As part of a hyphenated compound, use a hyphen between the numeral and million (Examples: 2.8 million, a £3 million budget, a 7-million-year-old fossil).
- **ABBREVIATION (discussion point):** Where space is tight (for example, in headlines, sous titre, Twitter) use m for million, b for billion. The ‘thousand’ abbreviation, k, is acceptable ONLY in reference to money and where space is at a premium (headline, sous titre, Twitter).

PERCENTAGES: For web content, always use numerals and the % sign, even for numbers below 10. The symbol saves space and, if a passage contains two or more percentages, it is easier to spot, making it easier to compare the numbers.

TIME: Use the 12-hour clock with numerals and am/pm to state all times except noon and midnight. Do not use the number 12 with the word noon or midnight. Use a colon to separate hours from minutes (e.g. 2:30am) to fall in line with ISO (International Organisation for Standardisation) standards. Remove excess zeros (5pm, not 5:00pm), unless contained within a list of other times that are not “on the hour”.

QUOTES:

- **ATTRIBUTION:** To save confusion and aid scanning of web content, always begin quotes with the source (e.g. Mr Jones said) rather than introducing the source later in the paragraph.
- **USE OF TITLES:** If possible, avoid excessive punctuation by introducing quote sources title first, (*BVA president Peter Jones said*, rather than *Peter Jones, president of the BVA, said*)

QUOTATION MARKS: Generally, use double quote marks (“ ”) as set out in main style guide, with single quotes (‘ ’) for a quote within a quote. Online exceptions include use of single quotes within headlines (as in print) and where space is tight (sous titre etc).

September 22, 2014

Got a story? Call the Newsdesk on 01733 383561/383562

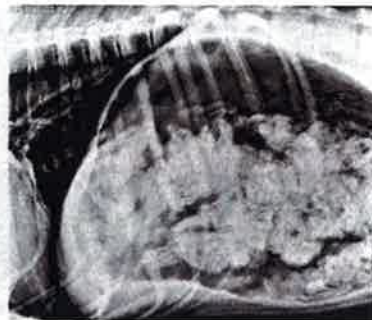


Stuffed with socks

VETS were left amazed after finding 43 socks inside a great Dane.

The 64kg dog was said to have an affinity for chewing socks, but no one knew it was swallowing them whole, said a spokesman from Dovel Lewis Emergency Animal Hospital in Oregon, US.

Vets operated on the dog after its owners became concerned about it vomiting. The spokesman said: "The x rays revealed a large amount of foreign material in the dog's stomach, at which point it was taken into surgery to have the material removed. That 'material' ended up being 43.5 socks, much to everyone's surprise. The dog recovered smoothly and was discharged the next day."



IMULEE, Dovel Lewis Emergency Animal Hospital

Badger cull restarts amid recriminations at BVA stance

BVA president Robin Hargreaves urged Defra to put in place independent analysis as the second wave of the controversial badger culls began.

Meanwhile, the Badger Trust has been granted permission to appeal against the High Court's ruling last month that the Government's decision to continue with the badger cull was lawful.

Lord Justice Maurice Kay, vice-president of the civil division of the Court of Appeal, agreed with the trust its arguments on appeal had a real, as opposed to merely fanciful, prospect of success. The court also ordered the substantive appeal hearing to be heard as soon as practicable.

The second phase of the four-year pilot scheme officially started on September 8 in bovine TB (bTB) hotspots Somerset and Gloucestershire. Marksmen began culling the badgers overnight in the counties as part of a strategy to rid England of bTB.

Over the next five weeks, marksmen need to cull at least 316 badgers in Somerset and 615 in Gloucestershire to meet Defra's target of 70 per cent of the badger population.

report by



The BVA came under fire from animal welfare campaigners after renewing its support for the cull earlier this year. However, Mr Hargreaves stated he has reiterated his call to put in place an independent expert panel (IEP) to give confidence to the public.

The previous cull was monitored by an IEP, which found the trials in Somerset and Gloucestershire to be both "ineffective and inhumane".

Public confidence

The first of the pilots saw 1,861 badgers killed, but marksmen failed to cull the 70 per cent set by Defra, despite the cull being extended for three weeks.

Confirming the BVA's position, Mr Hargreaves said: "In a recent and constructive conversation with the secretary of state, I reiterated our call to put in place independent analysis of the second year of culling to give confidence to the wider public.

"BVA has always maintained we could only support the use of controlled shooting as a method to cull badgers if it was found to be humane, effective and safe. We supported the findings of the IEP and called on Defra to implement the recommendations fully.

"It is essential Defra gets this right to allow the veterinary profession to have confidence that controlled shooting can be carried out humanely and effectively.

"Badger culling is a necessary part of a comprehensive bTB eradication strategy that also includes strict cattle measures and vaccination. Culling remains a hugely emotive issue, but we must tackle the disease in both cattle and wildlife.

"I'm proud the veterinary profession has had such a significant influence on Defra's position and we will continue to engage with the Government to ensure the pilot culls are humane and effective."

BTB led to 26,000 cattle slaughtered in England last year at a cost of around £100m. Anti-cull campaigners insist culling will not stop the spread of bTB and argue vaccination

is the way forward. Although Defra has confirmed vaccination will play a role in the mission to rid the country of bTB, it will only take place in so-called "buffer-zones", which is hoped will halt the spread of the disease.

Welfare groups, including the Humane Society (HSI UK), have condemned the BVA's support of the cull. Mark Jones, executive director of HSI UK and vet, said: "As a vet, it is deeply disappointing from a personal perspective that those who purport to represent the veterinary profession are endorsing this badger cull.

"Last year, the BVA declared its support for the badger culls would be withdrawn if they were shown not to be humane. And yet, despite the IEP concluding the culls were indeed inhumane, the BVA has gone back on its word.

"It fills me with shame that bodies representing my own veterinary profession are supporting the continued unjustified killing of a supposedly protected mammal during which many badgers will undoubtedly suffer, in the face of overwhelming scientific

evidence that it will make little difference to TB in cattle. The public quite rightly expects vets to put animal welfare as their top priority, but I'm sad to say, in this case, the BVA seems determined to endorse the Government's policy in spite of welfare concerns."

Environment secretary Liz Truss stressed a combined approach such as cattle-based measures, vaccination and culling was essential to eradicate bTB.

She said: "The countries that have successfully become TB-free, like Australia, have done it through a comprehensive strategy that also includes culling. The reality is leading vets are supporting the cull this year, both the BVA and our own chief vet Nigel Gibbens.

"[The cull] is vital for the future of our beef and dairy industries, and our nation's food security. At present, we have the highest rates of bTB in Europe. Doing nothing is not an option, which is why we are taking a responsible approach to dealing with bTB."

The cull will not be moderated by an IEP, but monitored by the AHVLA and Natural England.

Canine Prostate Awareness Month highlights BPH risks

VETERINARY products company Virbac is running Canine Prostate Awareness Month (CPAM) to highlight the prevalence of the disease and encourage practices and owners to check and seek treatment for it.

More than 80 per cent of entire male dogs over the age of five suffer from benign prostatic hyperplasia 1 (BPH) and the campaign – which takes place during November – aims to raise awareness of a painful condition that is often hidden.

Virbac will provide participating practices with promotional materials, including owner educational and display materials, postcards, an email/text message service, a template press release and free branded slip leads for owners who get their dog checked during the promotion.

Sarah Walker, product manager (companion animal) at Virbac, said: "CPAM aims to remind owners men are not the only ones to suffer from

prostate disorders. It's a well-supported initiative and, running it at a time when the media spotlight is already on the dangers of prostate cancer in men, means we can spread the message that owners should also be monitoring dogs for signs of prostate disease."

Virbac has introduced Odelis CPSE, the first ELISA test to screen for, diagnose and monitor BPH. It is available from three UK diagnostic laboratories. Virbac also offers Ypozane, a simple tablet treatment for BPH, the effects of which can be seen within a week and last for six months.

Ms Walker added: "The problem with BPH is the majority of dogs suffer in silence. It is a painful condition that too often goes unnoticed until it reaches an advanced stage, where the owner notices blood in the urine or painful urination."

For more information, telephone 01359 243243, email cpam@virbac.co.uk or contact a territory manager.

KC backs changes to pet passport scheme

THE Kennel Club (KC) has welcomed Defra's proposed changes to the EU Pet Travel Scheme.

The KC says changes will "improve enforcement and compliance". The principal elements of the pet travel scheme for animals entering and leaving the UK would remain the same. These depend on where the pet owner is travelling from, but include mandatory microchipping, vaccination against rabies, blood tests, pet passport and treatment against tapeworm.

New regulation would introduce a new pet passport, veterinary record keeping and checks on intra-EU movements.

Caroline Kisko, the KC secretary, said the changes would improve enforcement and increase compliance, while helping prevent illegal activity. She added the KC supported the exemption to transport dogs when attending an event or competition. However, the KC remains concerned about how the changes will be effective in tackling the current problems surrounding illegal imports "because the checks on the Pet Travel Scheme will only work if individuals declare themselves as transporting animals".

The deadline to respond to the Defra consultation was September 14.

In brief

LEPTOSPIROSIS CPD: MSD Animal Health is running an evening CPD event with Catherine Bovens presenting on leptospirosis and Helen Wilson on acute hepatic failure. To be held at the Aztec Hotel and Spa in Bristol on October 1, the event starts at 7.30pm and presentations begin at 8pm. It costs £25 per delegate. To book your place, visit www.msd-animal-health-cpd.co.uk using login: companion and password: training.

PARASITE CONFERENCE: The European Scientific Counsel for Companion Animal Parasites (ESCCAP) is hosting a major science conference in Vilnius, Lithuania on October 8 and 9. It will focus on epidemiological, public health and medical aspects of both alveolar and cystic echinococcosis, parasitic zoonoses transmitted by wild and domestic carnivores. Visit www.escscapevents.org

GOOD START: An aspiring vet student secured a part-time job after excelling on a work placement. Cara Coulson-Ashworth is working at Bradley Fold Garden Centre helping to look after animals, including geckos, reptiles and birds. A-level student Cara hopes the job will help her stand out on university applications.

PUPPY KILLED AT TRIALS: Police are appealing for information after a puppy was killed by another dog at the Burghley Horse Trials. A 10-week-old miniature dachshund puppy was attacked by a dog described as a Staffie-cross, with a mottled brown coat. The dog's owner, described as white, in his mid to late 40s, with greys, receding cropped hair, walked away from the scene. He was wearing a light blue top and jeans. Officers are treating the incident as an offence under the Dangerous Dogs Act.

RABBITS DUMPED: Five young rabbits were found in a box in Soham, Cambridgeshire. The rabbits are thought to be around three weeks old and too young to survive on their own. RSPCA officials said the rabbits were clearly dumped in a box with shavings and would have starved to death.

ELEPHANT CRUSHES VET: A vet who co-founded a sanctuary for retired circus elephants was crushed to death by one of the animals. Police found James Laurita at his Gorge Elephants charity in the US state of Maine. It is thought he fell while tending to the foundation's two female Asian elephants. One of the animals then stepped on him. He died from multiple chest fractures.

NEW HOMES: Scarce farmland birds are being given a home thanks to the RSPB, which is managing fields in Sandy, Bedfordshire to create new homes for declining birds, such as the grey partridge and turtle dove.

Follow us on Facebook and @Official_VT

In brief

TURTLE TALK: Scientists in the Brazilian Amazon have discovered giant South American river turtles use several different kinds of vocal communication to coordinate social behaviours, including between females and hatchlings. The scientists say this is the first instance of recorded parental care in turtles. The team includes researchers from the Wildlife Conservation Society and the National Institute of Amazonian Research.

NESTLÉ FARM WELFARE: Nestlé, the world's largest food company, has pledged to improve the welfare of farm animals in its supply chain in 90 countries. Farms that supply the company with dairy, meat, poultry and eggs must now comply with the tighter welfare standards. Nestlé has 7,300 suppliers, each of which buys from other companies, meaning the standards apply to hundreds of thousands of businesses.

FINANCIAL FINALIST: The UK's biggest independent cat and dog insurer Healthy Pets Insurance in Hampshire has been named as an *Insurance Times* 2014 Tech Awards finalist. Winners will be announced in London on September 25.

PATTERSON PROFIT: US veterinary, rehabilitation and dental products giant Patterson Companies saw its sales rise by 20 per cent in the first quarter of the fiscal year. Last August the company acquired UK-based National Veterinary Services, which doubled the size of its veterinary arm. First quarter profit grew 9.6 per cent, led by gains in its veterinary supply and rehabilitation businesses. Revenue was US\$1.06b, up from US\$880m a year ago.

STUDENT TRIP SUCCESS: Two postgraduates among the first intake on the University of Bristol School of Veterinary Sciences course in global wildlife health and conservation have returned from a successful visit to Western Australia. Nadisha Sidhu and Francesca Santoni had been researching the great southern region's unique wildlife as part of a new exchange Initiative with the University of Western Australia in Albany.

DUMPED KITTEN: RSPCA officials are hunting a rail passenger who dumped a kitten in a train carriage. The animal, which has been nicknamed Thomas, was handed to staff at Birmingham New Street station after being found in a basket on a train from Sutton Coldfield. A suspect was earlier captured on CCTV at Sutton station carrying a cat container.

GRADUATE SURVEY: The University of Glasgow School of Veterinary Medicine is inviting 2011 and 2013 graduates, and their employers, to take part in a graduate survey. Email Jenny.helm@glasgow.ac.uk if you have not yet received a survey pack. Participation takes less than five minutes and 10 prizes of £100 are up for grabs.

Green light given for second culls

THE Second round of badger culls in Somerset and Gloucestershire has been authorised by Natural England.

The Government agency announced on August 26 "all criteria have been met" to allow the second of four years of planned culling to begin "to prevent the spread of bovine tuberculosis (bTB)".

Operations in the areas where bTB is prevalent will be carried out under the existing four-year licences, which allow six weeks of culling to take place every year between June 1 and January 31. The start dates for culling activity are to be decided by the licensed companies.

Under the terms of the authorisation letters issued by Natural England, licensees have been set a minimum number of badgers to be removed – some 615 in Gloucestershire and 316 in Somerset. A maximum number of badgers the licensed companies can cull has also been set at 1,091 in Gloucestershire and 785 in Somerset.

These figures were agreed on by Natural England, based on estimates of badger populations in 2013 – set out in the independent expert panel's (IEP) report – as well as from new evidence collected this year.

According to the Government body, in light of advice provided by the IEP regarding difficulties in achieving accurate estimates of badger populations, it will keep the minimum number under review.

If appropriate, it says, further advice on the level of culling effort and badger removal required to achieve an effective cull will be provided to the licensed companies.

Challenge rejected

As *Veterinary Times* went to press on August 29, the High Court rejected a challenge brought by the Badger Trust against the Government's decision not to have the new culls monitored by an IEP.

Defra would not comment

report by

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while the case was in progress; however, a spokesman for the department said it had always been clear the IEP's role was to oversee the six-week pilots in the first year of culls.

Dominic Dyer, chief executive of the Badger Trust and policy advisor to Care for the Wild, said: "The trust is considering its options in respect of an appeal against the Court's decision. However, this judgement does not detract from the serious public concerns over the continuation of the cull."

A spokesman from Natural England said: "Natural England carefully considered the implications of the Badger Trust's judicial review against the secretary of state for environment, food and rural affairs on the issuing of authorisation letters. We concluded it need not cause a delay to our licensing work."

"The Badger Trust confirmed in its submissions to the court and at the hearing this is not a challenge against Natural England, nor to the lawfulness of the licensed culls otherwise continuing this year, which they accepted were to continue for at least a four-year period."

Meanwhile, the scientific assessment of last year's pilot culls – commissioned by the Government and carried out by the IEP – concluded they were not effective and had failed a test of humaneness.

The first round of culls was also branded an "epic failure" by the chairman of Natural England's science advisory committee, David Macdonald.

The BVA offered its support for the second year of culling back in July, after it said it was satisfied Defra had responded to improvements to humaneness and effectiveness in light of the IEP report.

However, BVA president Robin Hargreaves has also called on the secretary of state to put in place independent analysis of the second year of culling to "give confidence to the wider public".

Monitoring plans

According to Natural England, it has worked closely with Defra and AHVLA to develop a "robust monitoring regime" for this year's cull.

A Government-approved training programme has been put in place to improve shooting accuracy, it says, and Natural England will also monitor controlled shooting through field observations to record accuracy in 60 cases. Furthermore, vets from AHVLA will carry out postmortem examinations on at least 60 randomly selected badgers from each cull area to assess the accuracy of controlled shooting.

However, according to Mr Dyer, the ambiguity that surrounds essential details of the Government's plan, such as how many badgers are to be killed, is cause for concern.

"Last year the Government completely got the total number of badgers in the two areas wrong – that's what led to Owen Paterson claiming badgers had moved the goalposts," he said. "So, how are we supposed to have any confidence it has got the numbers right this year?"

"The number to be shot will be a percentage of the total number in the area, but if it gets that wrong again, there is a danger of causing local extinctions."

And speaking after the High Court decision, Mr Dyer added: "Given the indisputable failure of the 2013 culls, the still unresolved issues regarding safety and the significant uncertainty over the numbers of badgers to be killed in 2014, the only sensible option for the secretary of state is to call a halt to these pilots, and the potentially unnecessary and inhumane deaths of hundreds of badgers."

A weighty affair: zoo holds annual health check



ANIMALS at ZSL London Zoo have been sized-up as part of the zoo's big weigh-in day.

Animals big and small, from silverback gorillas to tiny snails, stepped on to the scales as part of a vital health check.

As well as being an indicator of an animal's general well-being, regular weight checks and waist measurements also help zookeepers detect pregnancies of endangered species.

Figures are recorded into the Zoological Information Management System (ZIMS) – a database shared with zoos around the world – helping zookeepers to compare information on thousands of endangered species.

Nalhan Coles, a senior keeper at ZSL London Zoo, weighed Max, a Eurasian eagle-owl – the largest species of owl in the world. "We weigh him every day to get an accurate record of what he weighs. That allows us to work out how much food he needs on a daily basis," he said.

Luke Harding, a qualified keeper in the reptile department, was tasked with weighing a rare species of crocodile that was hatched at the zoo in June.

He said: "At this age these guys are really secretive feeders, so, as babies, they're really shy. Therefore, one of the best ways for us to tell if everybody in the group is eating and growing well is to take regular weights."



Animals that were measured up included (clockwise from top): a giant African land snail, western lowland gorilla Kumbuka, squirrel monkeys, Parry the llama, a seven-week-old Phillipine crocodile, a mossy frog and Cid the red ruffed lemur.

Veterinary staff urged to attend critical care congress

VETS, VNs and students are urged to sign up for Vets Now's 11th Emergency and Critical Care (ECC) UK Annual Congress and make the most of "cutting-edge, challenging, accessible and affordable CPD" on offer.

The congress takes place in Harrogate on November 13 and 14 and is the largest ECC congress held in the UK. Vets Now head of clinical development Wendy Busby said it gave all veterinary practitioners a great CPD opportunity.

"We spend a lot of time working on our clinical programme to find the right mix to create an innovative, accessible and exciting lecture programme," she said. "But just getting the mix right on paper isn't enough, as what happens at the event is incredibly important too. Obviously learning is key, but the delegates' experience of an event and the atmosphere are as important."

"It's especially important to us that the learning and

content isn't restrictive at the event, so there are three concurrent lecture streams, all of which are open access; so vet, nurse or student; you can pick and choose any lecture from more than 40 hours of CPD available."

Keynote speakers Heather Geddes and David Liss will discuss goal-directed therapy and care bundles in human medical care, and protocol-based critical care bundles in the veterinary ICU.

Mr Liss is also the dedicated nursing speaker this year, examining topics such as pain management in the ER, acute pancreatitis and the importance of fluid therapy in critical cases.

Jacques Penderis, a European recognised specialist in veterinary neurology, will give delegates hints and tips for better outcomes in neurology cases and Nick Royle, executive director of RCVS Knowledge, will examine the advantages of using evi-

dence-based medicine within the veterinary profession.

Another issue in sharp focus is the role of the VN in the practice. This year's discussion forum will consider "In the multi-disciplinary team who should do what and why" promoting the use of VNs to deliver excellent patient care while the vet gets on with diagnosis and treatment plans.

The congress will include, for the first time, an abstract session, and vets and VNs will be asked to submit abstracts very soon.

This year's event has a "Carnivale" themed social programme and a substantial exhibition, featuring more than 40 of the industry's leading suppliers with products and services suitable for those working in general or emergency veterinary practice.

For more information on the congress and to register, visit www.vets-now.com/congress

In brief

■ **SCARY STEPS:** The Kennel Club (KC) is calling for the owners of Britain's nine million dogs to keep them safe at Halloween by following a few simple steps. According to the KC, Halloween poses risks including eating foods that can be toxic, such as chocolate and some sweets, or being scared by trick or treaters and children in costumes. Visit www.thekennelclub.org.uk/health/dogs-at-halloween-for-more.

■ **MACMILLAN BOOST:** Staff at a Hull veterinary group raised more than £500 during their Macmillan World's Biggest Coffee Morning fund-raiser. Haven Veterinary Group hosted events at its Holderness Road and Hedon branches, where £521.70 was raised from donations and cake sales. At Hedon, the group also hosted a tombola, a competition and sold dog and cat goody bags.

■ **NEW PRESIDENT:** CVS referral director John Innes has been appointed president of the European Society of Veterinary Orthopaedics (ESVOT) for a two-year term. ESVOT spearheads the development of veterinary orthopaedics in Europe through scientific meetings that deliver continuing education and clinical research. Mr Innes most recently served as Junior vice-president.

■ **RENAL FOCUS:** Royal Canin is hosting two webinars on renal care to help vets and nurses understand the options available to patients. The first focuses on "Nursing care of the renal patient" (November 19, 8.30pm) and the second explores the "Nutritional management of feline chronic kidney disease" (December 3, 8.30pm). Practice staff can register for free by visiting www.royalcanin.co.uk/renalwebinars

■ **TURKEY TRIP:** MDC Exports attended the 16th International Companion Animal Welfare Conference (ICAWC) in Istanbul where the company has exhibited for 10 years in partnership with charities SNIP International and Cats Protection. MDC designs and supplies practical animal management solutions to help with the capture, restraint and rehabilitation of stray animals in the UK and abroad.

■ **FELINE CPD:** Boehringer Ingelheim has produced a programme of feline medicine webinars in partnership with the International Society of Feline Medicine (ISFM). The CPD can be viewed at BI Academy at www.bi-academy.co.uk. Covering topics including anaemia, diabetes, hyperthyroidism and respiratory distress, the webinars are presented by experts including RCVS specialist in feline medicine Sam Taylor. To register to view any of the webinars visit the BI Academy at www.bi-academy.co.uk

Public 'needs to be realistic' about BTB vaccine potential

CATTLE vets quizzed an expert panel on contentious issues facing the profession, including bovine TB (bTB) control, during a Question Time at this year's BCVA Congress.

The extended session generated lively debate over the battle against bTB and whether regular extramural studies (EMS) providers should be compensated.

Chaired by BCVA past-president Andrew Taylor, the panel consisted of Welsh chief veterinary officer (CVO) Christianne Glossop, deputy CVO Alick Simmons, chairman of the Animal Health and Welfare Board for England Michael Seals and Gary England, founding dean of the School of Veterinary Medicine and Science at the University of Nottingham.

The session was dominated initially by discussion about bTB control measures after the first questioner asked if there was any evidence badger vaccination in the intensive action area (IAA) was having a positive impact on the prevalence of bTB in cattle.

Dr Glossop said: "The short answer continues to be no at this point. We reckon we've vaccinated around 70 per cent



of the badgers in that area each year for the past three years.

"We estimate the proportion of the badger population that's infected with TB is in the region of 20 per cent to 25 per cent.

"The modelling suggests, with those parameters in place, we might expect to see a benefit in cattle TB towards the end of the fifth year of vaccination.

"However, even then, if we see any benefit I will never be able to show you it's the result of the badger vaccination work alone because we never set that up as a controlled trial."

Dr Glossop said the Welsh badger vaccination programme is costing the Government £1m per year – or £600 per badger each year.

This prompted vet Helen Scott – who works with farmers inside the IAA in Wales – to ask whether that money would be better spent on working towards a vaccine for cattle.

"It's quite a controversial topic with our farmers that we seem

to be pushing more towards vaccinating badgers than working on a vaccine or a different control outside of bTB testing and culling for cattle," she said.

In response, Dr Glossop said while there was an "ongoing effort" within Defra and the Welsh Government on cattle vaccination, the scale and cost of field trials alone remain significant.

Another BCVA past-president, Andy Biggs, said expectations about a cattle vaccine and the development of a suitable 'differentiating infected from vaccinated animals', or DIVA, test, needed to be appropriately managed.

"I think we need a reality check because a lot of my clients – certainly the younger farmers who think they are going to be around long enough – are thinking the holy grail will be when a cattle vaccine comes and that will be their salvation.

"If you look at other bacterial vaccines and how they work and the fact we need cessation of infection, not just reduction, I think there are some grave concerns around delivering a vaccine, before we get to all the practicalities of actually delivering it on farm."

BCVA board member Neil Blake agreed with Mr Biggs and said there is still a question over the "real contribution vaccination could make."

"Let's be realistic about the timelines – we are looking at five to 10 years of work here," he said. "I think one of the frustrations for all of us is the ill-informed people out there who will promote vaccination as the answer.

"There are still significant hurdles even to get any trials up and running in the country, let alone whether the outcome of those trials will give us a tool that can be used."

EMS compensation

The direction of the conversation then shifted towards the vet schools after a student from the University of Nottingham asked if vet schools should be "giving something back" to regular EMS providers as compensation.

Prof England responded first, noting EMS is a requirement of the RCVS and that vet schools did not receive funding for it.

"At Nottingham, we employ three people who manage student placements, never mind all of the infrastructure," he said,

"So it's very difficult for us to invest even more in EMS provision when we don't have an income stream to set against it."

RCVS president Stuart Reid also posed the question of whether there was real value in EMS.

"I certainly think there is, but we're very happy to employ people from other parts of the world where EMS is not a requirement to their system, so we've not got a level playing field in that regard."

Based at Charles Sturt University in Australia, UK vet Alastair Smith offered ways in which his school compensates regular EMS providers "without us putting our hands in our pockets and handing money over."

"One of my solutions has been to offer vouchers for a free CPD session," he said.

"Another has been to develop research projects on farms associated with those practices. This means the practices are seen to be giving something back to their clients and it may open doors and allow future services to be developed that the practitioner would get benefits from."



Groups focus on four global welfare issues

THE World Small Animal Veterinary Association (WSAVA) and World Animal Protection have agreed to promote enhanced levels of animal welfare around the world.

The organisations have pledged to work together to achieve four key goals:

- promotion of animal welfare education globally;
- delivery of companion animal programmes, including humane, sustainable population management and canine rabies control;
- engaging the global veterinary community on animal welfare and ethical issues; and
- raising global awareness of animal welfare issues.

Joint activities will include developing continuing education in animal welfare for small animal practitioners, creating guidelines for vets working in disaster management, and exploring joint outreach projects around WSAVA world congresses.

Collaboration will also cover promoting dog population management and integrated mass dog vaccination to help control problems associated with free-roaming dog populations.

Shane Ryan, chairman of WSAVA's animal welfare and welfare committee, said: "We aim to promote advances in animal welfare and wellness around the world through enhanced veterinary care and through ensuring welfare issues become a routine consideration for all companion animal veterinarians."

Joe Anzuino, Veterinary liaison manager at World Animal Protection, added: "Veterinarians are uniquely placed to help improve animal welfare because of their skills, expertise and their interactions with animals and their carers."

New vaccine protects against Salmonella

A NEW live poultry vaccine, *AviPro Salmonella Duo*, which is said to provide simultaneous protection against two strains of *Salmonella*, has been launched by Elanco Animal Health.

Elanco says it is the first vaccine to have both *Salmonella* strains – *S enteritidis* and *S typhimurium* – in the same vial and also the first to be licensed for turkeys and ducks as well as chickens.

Unlike inactivated vaccines, it is administered in drinking water. This allows mass administration without stressing the birds. A three-dose programme provides immunity throughout lay.

It provides an increase in the period of immunity to 62 and 68 weeks of age for *S typhimurium* and *S enteritidis*, respectively. The strains are grown together through co-fermentation, so each titre has equal potency, allowing both to colonise at the same rate and providing early protection against each *Salmonella*.

Elanco's Jessica Cross said the product represented the third generation of vaccines, moving on from the early dead vaccines, through individual live vaccines to the bivalent product.

For more information visit <http://salmonella360.com>



A PET owner is offering a £1,000 reward in an attempt to be reunited with her cat.

Toni Clarke is asking vets and vet nurses for help to find her Siamese.

Seal-point CLooney is male, neutered and microchipped. He went missing from rural Norfolk in June 2013. Mrs Clarke believes he has been "adopted" by a new family as he is bold and trusting.

Samantha Moore, a receptionist at Anchorage Veterinary Hospital, Norfolk is asking veterinary staff if they remember seeing an unfamiliar Siamese since last year and to scan all new Siamese cats they see in practice.

Contact samantha.moore@cvsvets.com

Wooldridge lecture looks at views of risk assessment

RISK is everywhere, but does the public really understand what it means, especially when the media sometimes presents figures in a way that makes the news of risk exciting and dramatic?

In the annual Wooldridge Memorial Lecture at BVA Congress at the London Vet Show, Sir David Spiegelhalter, who is Winton professor of the public understanding of risk at the University of Cambridge and one of the world's leading statisticians,

will discuss how scientists can better communicate risk to the public and policymakers.

The lecture commemorates Reg Wooldridge, researcher and veterinary politician. It is sponsored by NOAH, which represents the UK animal medicines industry to promote the benefits of safe, effective, quality medicines for the health and welfare of all animals.

The lecture is at BVA Congress at the London Vet Show on November 20 at 1.15pm.

