

## **VETERINARY BUSINESS DEVELOPMENT Ltd**

**IPSO Annual Report – Period covered: 1 January 2016 – 31 December 2016.**

### **1. 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 1 January – 31 December 2016 were:

**Veterinary Times:** Market-leading, news-led weekly journal. Published 50 times a year (plus occasional supplements Veterinary Times Equine and Veterinary Times Livestock, each twice a year). Features news and clinical and other articles for veterinary surgeons. Controlled, free, ABC-audited circulation for January to December 2016 (latest publicised figures in this period are for Jan-Dec 2015): **19,794.**

**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 2016 (latest publicised figures for this period are for Jan-Dec 2015): **14,224.**

**VBJ:** 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.

**vettimes.co.uk:** Online resource for veterinary profession, featuring daily news updates, articles from our journals, blogs, additional articles/content, CPD diary. Supplemented by Facebook and Twitter accounts (some publications also have their own social media presence). Monthly users (average January-December 2016): **71,507.**

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

## 2. Our editorial standards

The editorial team consists of 10-12 people, including editors for each of the above publications. Editors have overview of content for [vettimes.co.uk](http://vettimes.co.uk) and the website also has a separate content manager.

We have adopted a regional newspaper structure. A team of two reporters, managed by a news editor. A team of five subs, including a chief sub responsible for style guides, standards and subbing tasks. Each publication has its own editor, including the website. 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. Legal refreshers are arranged when necessary (annual or biannual historically, although one did not take place in 2016, as we had no significant staff changes), and we continue to engage the same media law provider on an annual retainer to provide us with media law advice when we require it. This has tended to be when we receive complaints from readers or for pre-publication help with stories or letters on controversial subjects.

All editorial staff and the wider company are aware we are members of IPSO. All have been informed of our official complaints procedure (hosted online at <https://www.vettimes.co.uk/veterinary-business-development-editorial-complaints-procedure/>)

We are also members of the PPA, and receive updates, advice and guidance from it as necessary.

All new starters in the editorial team receive a copy of:

- The IPSO Editors' Code
- VBD's editorial style guide (copy enclosed)
- VBD staff handbook (copy enclosed)

All editorial staff are reissued with these when updates are made. Copies of the staff handbook are also available on Croner Simplify (the HR portal we use). Additional to these, reporters are given guidance as necessary. An example on news for our new website is included.

We strive to ensure all news items are fair and balanced, with parties given full right to reply. Veterinary Times, VN Times and Congress Times are magloid format, VBJ is B5 in format. All contain news, largely at the front of the publications but also spread throughout on some occasions when space allows. Our website also carries news items daily, many expanded later for print publication, and abstracted news items from our print publications.

We had a new **news editor** in place for the start of 2016 following a retirement (it is

a dual role with editorship of VBJ) and member of the team was promoted to **chief-sub editor** following a second retirement. The news editor has extensive news experience, with us and in regional papers, and is fully immersed in the profession. He holds regular meetings with both our reporters, away from and at their desks, and has daily discussions with them about story ideas, angle approaches, story structuring and best people to contact. Reconfiguration of the office at the start of the year has also brought the news editor and reporters to the same pod of desks as me, meaning I also play an active part in discussions on stories and can offer input, guidance and support where needed. The reporters also routinely discuss their stories with each other, and assist one another as required.

If necessary, wider discussions are held with sub-editors, the **chief-sub and editors** on story angles and legal issues. Discussions take place routinely on best choices of headlines to ensure full accuracy. Our retained media law expert is also contacted if needed, and he also supplies media law updates or information on relevant court rulings as necessary, which are then passed on as necessary.

We will go to multiple sources if necessary for verification or quotes for lead stories, and always seek to get as “expert” an opinion as possible. Our ethos is to be questioning in our stories, but not sensationalist in our approach.

We have a **style guide** that is worked to by all editorial staff. The **chief-sub** refreshes this as necessary, and it underwent a full revision in September 2015. The guide was resupplied to all editorial staff. Revised updates are made and notified to all staff. Copy enclosed.

Although funded through advertising, our editorial standards are such that we choose not to publish any FOC feature articles supplied by them.

All feature content is from independent veterinary professionals working in practice or academia. In recent years, we have sought to commission the majority of articles on our features lists from specialist vets. All commissioned authors are sent guidelines about how to write and submit features (copy enclosed). They are also required to sign an author agreement. We have an editorial board of vets who we will seek advice from if needed on clinical content within submitted features.

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. This is also clearly marked on sponsored/native content online.

Finally, as a requirement of the Veterinary Medicines Directorate, we supply, on request, to any advertiser a pre-publication version of any feature they intend to advertise against (up to two features per issue are on our pre-publication features list and available for advertisers to buy space against). This is to ensure we and advertisers comply fully with the strict animal health legislation regarding correct use of veterinary medicines. It is also an additional check of information within articles, and while we retain editorial control of all articles and authors are not duty bound to make amendments, such checks have previously revealed errors in information,

specifically product and dosage information supplied to us.

Copies of the new Editors' Code were supplied to the full editorial team, and our membership of IPSO is reiterated to each team member. Each member of the editorial team understands we must adhere to the standards of responsible journalism at all times and adhere to the Editors' Code. All stories are fully researched and verified before publication, where necessary with quotes from multiple sources, to ensure accuracy. To ensure accuracy, particularly regarding technical or clinical information we deal with constantly, reporters will occasionally (and always on request) ask contacts/sources by email to reread quotes they have made.

All feature content is subbed thoroughly, read by the sub-editor, and then by a colleague (i.e. chief sub), corrected/amended where necessary by the original sub-editor before going through to a final read by the relevant editor. Further checks for accuracy of headlines and content are done before print at the PDF stage.

We did not contact IPSO for pre-publication guidance in 2016, but would do so whenever we are concerned about adherence to the code, and most likely specifically for any guidance on privacy or public interest issues.

All news content, including for online publication, is read and subbed by the news editor before being made available to a sub-editor and going through the above processes. We checked in 2016 and were assured by IPSO we were compliant regarding the requirement to save all versions of copy appearing online. If copy is amended or corrected online, this is pointed out within the content.

Finally, we have also introduced WoodWing Content Station in 2016, which saves all versions of all content, allowing us to fully check, if we need to, following any complaints.

### **3. 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.

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 in this period covered minor factual errors in print, usually in supplied feature content where either the submitting author has made an error or a subbing error was made. Wherever something has appeared incorrectly, we always try to correct this error by the next available issue. For more serious errors involving dosage or product inaccuracies, where necessary we will reprint the information in full (see section 4 below)

A record/database (updated weekly by the editorial coordinator) is held of every

article or story we publish in Veterinary Times, including news stories. It listed corrections/clarifications made in the 2016 review period in the following issues of Veterinary Times (selected examples of these are enclosed):

- VT46.04
- VT46.05
- VT46.07
- VT46.13
- VT46.22
- VT46.24
- VT46.32
- VT46.39

A correction also appeared in the following issues of VN Times:

- VNT16.02
- VNT16.07

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, where they are pointed online to <https://www.vettimes.co.uk/veterinary-business-development-editorial-complaints-procedure/> The guidance also features links to the IPSO website and the Editors' Code. An example of the information panel from Veterinary Times is enclosed. Staff were also notified of this procedure.

Pre-publication guidance issued by IPSO would be heeded and taken into account by all editors. Paul Imrie, editorial manager for VBD, would be the first point of contact for sharing such guidance. He would then speak with the news editor, sub-editor or the editors of other journals to discuss the guidance and implement any actions. All staff would be advised of policy changes via email or staff meetings.

vettimes.co.uk has separate procedures for complaints about comments on the website. A copy of this is also enclosed.

#### **4. 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.

These cover specific skills or staff's personal development, for example a confidence-building/assertiveness session to aid a reporter in interview techniques.

No formal legal refresher took place in this time period, although we did call on our retained media law advisor to assist with specific complaints, as outlined below, or for guidance on handling sensitive subjects in the news section. Editorial staff are advised we can call on him for assistance as needed. We have not needed to seek formal legal help from solicitors (although we retain their services as needed).

Both our new chief-sub editor and news editor underwent management training at

the start of their new jobs.

Monthly **one-to-one meetings** are held across the business between staff and their direct managers as part of a performance-related appraisal system. Both the chief-sub editor and news editor meet with each member of their respective teams to discuss personal development and on-the-job training/task needs and how well they are doing in meeting pre-set job-related objectives. Specifically, set KPOs have related to ensuring near-perfect accuracy at the first-read stage of all print content and development of wider reporter contacts.

In 2016, we also undertook an editorial team review of Veterinary Times. This involved the news editor and subbing team. Although this looked predominantly at the product's design, we also adapted our subbing processes, predominantly to ensure we minimised risk of errors. Examples included using a group-wide spell check, review of our photo library and deletion of older images to prevent inadvertent inappropriate reuse and deletion of historic author biographies, for the same reason.

Staff are immediately informed of any style guide or editorial policy changes via email or in one-to-one meetings.

## **5. Our record on complaints**

No complaints ruled on by IPSO's complaints committee were received by VBD during this period. Where IPSO finds against any publication, we will comply with the findings and any actions required by the regulator in full.

One complaint was made under our formal Editorial Complaints Procedure during the review period. It was made by a company alleging incorrect information in a table supplied by an author for a clinical article in VN Times. The complaint was fully investigated, and author consulted and a satisfactory conclusion reached.

We found an error in the table supplied by the author had been made, and the table was amended and corrected online and the corrected version published in the next available issue of the publication to address this inaccuracy. Checks are made of all product tables, and once laid out each is sent back to authors for additional checking. These checks missed the error on this occasion. The table and correction are enclosed.

Although not made under the formal complaints procedure, an email complaint from a vet towards the end of the review period, where he alleged defamation and libel in a letter we published that related to changes he was required to make to his website by the veterinary profession's governing body, the RCVS, was fully investigated. Advice was sought from our media legal advisor, and following this I concluded the letter, and the original news story that prompted it – based as they were on privileged information – did not breach the code. However, I accepted the vet was entitled to a right to reply under the Defamation Act 1996, and I also sought to clarify his view that the original letter did not take into account his compliance with the undertaking. His right to reply (published in issue 2 of 2017) is enclosed.

## **6. 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. VBD Style Guide**
- 2. VBD Staff Handbook**
- 3. Author guidelines**
- 4. External complaints in handbook**
- 5. Editorial Complaints Procedure**
- 6. Example info panel**
- 7. vettimes.co.uk comment terms and conditions**
- 8. VNT16.05 page 22 pdf**
- 9. VNT16.07 page 4 pdf**
- 10. VT46.04 page 3 pdf**
- 11. VT46.05 page 4 pdf**
- 12. VT46.13 page 4 pdf**
- 13. VT46.32 page 3 pdf**
- 14. VT46.39 page 3 pdf**
- 15. VT47.02 page 27 pdf**

# VETERINARY BUSINESS DEVELOPMENT LTD

## AUTHOR GUIDELINES

### VETERINARY TIMES, VN TIMES AND VETERINARY BUSINESS JOURNAL

#### INTRODUCTION

Thank you for considering writing for our publications. We really do value our contributors, and are striving to attract top authors from across the profession. Our aim is to only publish original feature material that has not appeared elsewhere.

These guidelines are based on our publishing requirements and feedback from our readers - they are by no means exhaustive or set in stone.

*Veterinary Times* is mailed to more than 19,000 veterinary professionals, *VN Times* to almost 13,000 veterinary nurses.

We carry at least one veterinary focus article in each issue of *Veterinary Times* on a clinical topic and support this with other clinical and veterinary/animal health relevant articles. We also feature news, letters, classified and recruitment sections.

We work mostly by seeking out authors on a particular subject that we want to focus on, but we are also happy to accept pieces sent in speculatively by contributors.

- ***Veterinary Times*** – a weekly publication, distributed to UK vets, final-year students, VNs, practice managers and industry specialists.
- ***VN Times*** – a monthly journal, read by UK veterinary nurses.
- ***The Veterinary Business Journal*** – a monthly publication covering management, financial and personnel concerns in the veterinary world.
- ***Congress Times*** – Distributed with *Veterinary Times* or *VN Times* and produced to coincide with BSAVA, BCVA, BVNA, BEVA and London Vet Show congresses.

#### Relevant editorial contacts

##### *Veterinary Times*

- Editor – Paul Imrie [paulimrie@vbd.co.uk](mailto:paulimrie@vbd.co.uk)
- Editorial coordinator – Jackie Morrison for articles – clinical, research, comment, reviews, charity reviews [jackiemorrison@vbd.co.uk](mailto:jackiemorrison@vbd.co.uk)



## VETERINARY BUSINESS DEVELOPMENT LTD

- Reporters – Holly Kernot and David Woodmansey. Current events, forthcoming events, charity events, press releases, meetings, points to be raised, news in brief [hollykernot@vbd.co.uk](mailto:hollykernot@vbd.co.uk) [davidwoodmansey@vbd.co.uk](mailto:davidwoodmansey@vbd.co.uk)
- Veterinary Times Letters Page – Jackie Morrison [jackiemorrison@vbd.co.uk](mailto:jackiemorrison@vbd.co.uk)

### *VN Times*

- Editor - Eileen Green – [rebeccahubbard@vbd.co.uk](mailto:rebeccahubbard@vbd.co.uk)
- Editorial coordinator – Jackie Morrison – articles – [jackiemorrison@vbd.co.uk](mailto:jackiemorrison@vbd.co.uk)

### *Veterinary Business Journal*

- Editor – James Westgate – [jameswestgate@vbd.co.uk](mailto:jameswestgate@vbd.co.uk)

### *Congress Times*

- Editor – Rebecca Hubbard – [rebeccahubbard@vbd.co.uk](mailto:rebeccahubbard@vbd.co.uk)
- Editorial coordinator – Jackie Morrison – [jackiemorrison@vbd.co.uk](mailto:jackiemorrison@vbd.co.uk)

Please note we are primarily publishers of clinical and practice-based articles. We do not carry peer-review articles, although some are reviewed/read by members of our editorial board/s. We rely on our contributors to be sure of the facts they are presenting and, if necessary, to pass their copy to a senior vet for checking prior to submission. They must also obtain all permissions necessary. *Veterinary Times* is happy to credit others for images and references. Please make Jackie Morrison aware of all credits at time of submission.

We only accept articles from independent vets, researchers and other professionals. We do not publish features from PR companies or from or on behalf of technical vets or product managers in commercial organisations.

VBD Ltd retains the copyright for any article we publish, both in print or for use online, and, therefore, as original author, you should not offer or publish the article elsewhere without our prior permission.

Payment for articles is made on publication and depends on the length and complexity of the article, the seniority of the contributor and the nature of the content.

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### Sending articles

- Please send your article via e-mail, along with any covering message stating any agreements made or special circumstances, for example if the article is one of a series, if it is time sensitive, seasonal etc.
- Focus articles will have deadlines as they are planned for specific issues. After agreeing in advance to write a focus article, please let Jackie Morrison have a bullet pointed summary of the article as soon as possible. This summary is utilised by our sales team to advise potential advertisers about the content of your article.
- Together with the Focus article, please include an abstract of what will be covered. This should be approximately 200 words, with four or five key words. This does not form part of the word count.
- The article is to be sent as a word document, using British spelling throughout.
- Articles, especially clinical, practical or review pieces, are more likely to be accepted for publication if accompanied by images. All images must be sent with the article as jpegs and **not embedded** in the document, **nor as PowerPoint slides** (refer to them in the text as Figure 1 etc, and include captions at the end).
- Images are best sent via e-mail, although they can be sent on a memory stick. Prints can be sent through the post if necessary.
- Full captions for each image are required.
- The images must be sent in high-resolution 300ppi (pixels per inch) and a minimum 10cm wide in resolution.
- Tables should be formatted separately and referred to as Table 1 etc.
- Ensure you have any copyright permission (if applicable), for all images and diagrams that are not yours prior to sending them through and advise of the credit/acknowledgement required.
- Articles also appear online in digital editions or in online archives (<http://www.vettimes.co.uk>) so ensure permissions cover this use or advise us accordingly.
- Give your article a title; this is what the article will be filed under. The title will help the sub-editors to write a headline, but may not be used as you have supplied it.

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- If the article is part of a series, please make clear which part you have sent through. For example “Part one of two” If sending all parts and images of a series, please make it clear what part the images are for.
- All articles must be original. We can only accept articles that have not been published by, or offered to, other journals or websites.
- Please complete the checklist for authors prior to sending your article.

### Writing the article

- Please feel free to contact Jackie Morrison by e-mail as often as you feel necessary to iron out details of your article.
- If your article has not been specifically commissioned, but you still wish to send it in for consideration, please e-mail the title and a brief outline of the contents to Jackie Morrison.
- The length of articles varies for the type of article it is, and the complexity of the information it is conveying. Focus features and clinical or practical articles for *Veterinary Times* are in the region of 1,500 to 2,000 words and 1,500 to 1,800 words for *VN Times*. There is scope for longer or shorter articles; veterinary issues, politics point-of-view topics etc, are in the region of 1,000 to 1,500 words.
- Academic articles are very popular, as vets like to know what the latest research and thinking is, but most of our readers are practising vets who want to know how the research applies to them.
- *Veterinary Times* is very proud of its freedom to publish opposing viewpoints. We welcome all valid contributions. However, if you are aware that your view may not be seen in the same way by all readers, it may be a good idea to begin the sentence with “As some vets (controversially) believe”... or “ an alternative viewpoint, which some vets will disagree with...”
- Follow general writing advice: Is the writing clear? Does it communicate at the right level? Does it make sense to non-specialists? Have you covered all the points you wanted to? Avoid repetition. Does it follow a sensible structure? Is it written in the most readable way? (Read it back to yourself after time away from the text). Does it sound “right” when read out aloud? It’s a very good idea to show the article to a colleague to double-check the pitch of the article, as well as the facts.
- Ensure any mention of trade names is in context with the article, and where possible refer to a treatment by its active ingredient only.

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- Provide full, accurate, up-to date references and fully check their accuracy before submission. We welcome either references numbered in the text and listed in sequence at the end, or a full list in alphabetical order at the end. The format of each reference should be: author/s, year of publication in brackets, name of article, name of publication it appeared in and volume, issue and any page numbers. References can be added to the bottom of your submitted article. References in the text must be annotated in either of the following systems.

More than 50 per cent of cats suffer from laziness (Arnold 2009)  
More than 80 per cent of dogs like two or more walks a day<sup>1</sup>

### **Author biographies**

Authors should supply a mini biography and a clear high resolution (300ppi 10cm wide) head shot to go alongside their articles. The biography should be 40-50 words and should include qualifications.

So you could write

XXX qualified from xxx university in xxxx and is currently leading the blob research team in the study of blobs and blobs. Previously of the Blob Institute with a special interest in blobs. Xxx is currently the vice-president of the Blob Protection League.

### **Focus and clinical articles**

- Focus articles are read by students and graduates for the technical information they cover, non-specialists in the field, colleagues who want to read about information and the views and methods of another vet, and vets interested in current research and new developments.
- They can have a clinical, surgical, technical, research or procedural angle
- Focus and clinical articles can take various forms:
  - Scientific research your department is conducting, or that you have specific knowledge of.
  - A practical approach, outlining the features of an animal/disease/case, its occurrences, treatment, diagnosis and management and your own personal experience of it.
  - A discussion of new developments in treatments/studies of the disease.

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- They can be broad and cover disease/treatment in general, or more usually, they are quite specific and focus on a very particular area of a topic.
- Focus feature articles should be written by someone with extensive knowledge and experience of the topic. We aim to use only specialist vets or leading researchers to write these articles, as they are authoritative, challenging and informative.
- They should be current and relevant. They should be thoroughly researched and make use of the very latest information. They should not be a review of current thinking, they should aim to educate and inform an already well-informed readership.
- We know from our readership surveys that our readers particularly like to read about procedural tips and methods and to learn about other vets' way of doing things. Also, they want to know about new research being carried out, and how this applies practically to them as vets in practice.
- The features must include suitable images/diagrams/tables etc. They must be captioned. Captions can either be sent with the images in a separate document or listed at the end of the text.

### **Reviews of events/meetings/conferences/congresses**

- These articles should be in the region of 1,000 words but can be longer – depending on the complexity of the content.
- Please provide the name of the event, the location and the dates that it took place.
- Specialist speakers at events often have interesting views and this is a great opportunity to get them published and read.
- Do not be afraid to go into technical detail of material that was covered.
- Keep to the useful content of the meeting. It is fine to mention things such as ticket price etc., but avoid discussing irrelevancies.
- Companies often sponsor conferences in the veterinary sector. Often a method of treatment will be discussed that focuses on a product the company produces. As with other articles, use trade names sparingly in context and avoiding any hint of bias or over-promotion.
- As with all other articles, images are helpful and improve the chances of publication. Images maybe available from the organisers after the event. Please send all images with the article rather than after the event and include any necessary credits.

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### Book Review

- Anyone can be a book reviewer. If you wish to be added to the list of reviewers, contact Jackie Morrison about the areas you would be interested in covering, including the address to post any books to.
- Reviews should be around 500 words, and not exceed 1,000 words.
- Consider the audience the book is aimed at? How general or specific is the book? Is the book logically structured? Is it easy to follow? Is it written in a readable style? Is it a read-through book or a dip-into book? Does it complement or conflict with other books published on the same topic? Are there any glaring omissions? Would you recommend it? Is it good value for the price?
- Don't be afraid to express your personal opinions on the book's usefulness and interest to you,
- It is totally acceptable to review the book in sections, describing it chapter-by-chapter so the reader can get a feel for the book. However, don't let this affect your writing style.
- We do not pay for book reviews - instead you keep the book either for personal use or for your practice library.

### PR articles

- We only accept articles written by independent vets, researchers and people involved in the veterinary profession. We do not accept articles written by PR agencies on behalf of or from technical vets or product managers working in commercial organisations (ie nutrition or pharmaceutical companies), however well researched and written they are. However, we will accept press releases for possible inclusion in our news pages.
- We can commission authors to write on topics suggested by commercial organisations and we are happy to hear or discuss any ideas. Jackie Morrison, who will offer necessary guidance to ensure the article is not submitted with bias to a specific treatment or product, will source authors for suggested topics.

**General Advice**

- We cannot let authors know, in advance or on receipt, which issue your article will appear in. Only the focus features are decided a year in advance.
- Because of the tight deadlines we work to, it is not possible to send a proof copy back to authors prior to the issue going to print.
- We will keep all articles submitted, but acceptance of an article is not an agreement to publish. Most articles commissioned will be published, but those submitted speculatively may not be.
- The editors of all our publications reserve the right not to publish any article that is sent in, and to edit them as they see fit, in line with our in-house style guidance.
- *Veterinary Times*, *VN Times* and *VBJ* have editorial boards, consisting of people with extensive knowledge in their fields of expertise and, on occasions, we will forward an article to them for review and comment
- Articles for *VN Times*, must be reviewed by a colleague/vet/specialist prior to submission. The reviewer must be someone who is willing to have his or her name and qualifications added to the article as being the reviewer. This does not mean they are listed as co-author.
- Company policy is that payment for all articles is made on publication not on submission. Payment is made by BACS; please let Jackie Morrison have your bank account number and sort code at the time of submitting your article. This information will of course be treated in confidence.

**These guidelines maybe updated from time to time.**

# 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:

- a. any person directly affected by the matter complained of; or
- b. from a representative group affected by an alleged breach of the **Editors' Code that is significant and of substantial interest;** or
- c. 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.co.uk](mailto:paulimrie@vbd.co.uk) VN Times:  
[rebeccahubbard@vbd.co.uk](mailto:rebeccahubbard@vbd.co.uk) The Veterinary Business Journal (VBJ):  
[jameswestgate@vbd.co.uk](mailto:jameswestgate@vbd.co.uk) Congress Times:  
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- 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.

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ISSN 1352-9374

Veterinary Times is published 50 times per year and is sent free to selected veterinary professionals. Readers should note Veterinary Times is not peer reviewed, and the views expressed in the publication are not necessarily those of the editor or publisher.

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Designed and produced by Veterinary Business Development Ltd. Printed in Great Britain by Pensord, Blackwood, Gwent.

Veterinary Business Development Ltd, Olympus House, Werrington Centre, Peterborough PE4 6NA

Average net circulation Jan-Dec 2015 19,794



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## Table reprint

Following Laura Rosewell's article, "Contamination control: part 2 – a vet nurse's critical role" (VNT16.04), the author would like to reprint the table "Common disinfectant properties", correcting some information.

Product	Use	Classification	Efficacy	Contact time	Dilution
Anistel (Trigene)	Surface disinfectant	Quaternary ammonium compounds; biguanide	Bactericidal, virucidal, fungicidal and mycobactericidal	5 min	1:200 for low risk; 1:100 for high risk
Virkon Professional	Surface disinfectant	Oxidising agents	Bactericidal, virucidal and fungicidal	10 min (including parvovirus)	1:100 for high risk; 1:200 for low risk
Vetaclean	Surface disinfectant	Quaternary ammonium compounds	Bactericidal, virucidal and fungicidal	5 min	1:200
Vetaclean Parvo	Surface disinfectant	Quaternary ammonium compounds; alcohols; phenols	Bactericidal, virucidal, fungicidal and sporicidal	1 hour	1:100 for low risk; 1:50 for high risk; 1:25 for parvovirus
Anigene	Surface disinfectant	Quaternary ammonium compounds; biguanide	Bactericidal, virucidal, fungicidal, mycobacteriocidal and sporicidal	5 min	1:100 for low risk; 1:50 for high risk
Swift/Falcon	Surface disinfectant	Chlorines	Bactericidal, virucidal, sporicidal and mycobactericidal	Swift: 5 min Falcon: 30 sec	Swift – 1 sachet per 5l water Falcon – ready-to-use spray
Airstel	Airborne disinfectant	Quaternary ammonium compounds; alcohols; phenols	Bactericidal, virucidal and mycobacteriocidal	1 hour	1 x 300ml can per 150 cubic metres or 1 x 50ml can per 40 cubic metres

This table is intended for reference purposes only. Manufacturers' guidelines should be followed for specific biosecurity challenges.

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## VN Voice

### A vet nurse's role in raising awareness

BVNA education development coordinator Debbie Gray asks what VNs can do to educate and inform the public

Over recent months, much has appeared in the veterinary press about protecting the VN title. While the Government response was disappointing, we must not fall on our sword, but instead continue the fight to increase awareness of the veterinary nurse.



**BVNA**  
British Veterinary Nursing Association

Much is still to be done on educating the public and it could be argued May is the most important month in the VN calendar to do so.

With May Veterinary Nursing Awareness Month (VNAM), what better chance to stand proud, side-by-side, and educate the public about our role? It would be foolish to rely on others – if we want recognition, we have to promote ourselves and even find other methods of doing so.

#### Varying awareness

For example, a social media thread on dairy farming caught my attention. With consumer demands and supermarket squeezes, some farmers are selling milk for less than what it costs to produce. As a result, increasing pressures exist to change to more intensive farming methods, which could result in cows being housed in sheds for the majority of, if not all, their lives.

Throughout the thread, varying levels of awareness and perception surrounded animal welfare and milk production, leading to a debate on welfare and ethical concerns.

So, do VNs have a role here, or is it okay to turn a blind eye to such welfare concerns? We are educated professionals, so shouldn't be afraid to express our opinion and advocate for welfare improvement. Plus, while we campaign, we also need to offer practical solutions to improve welfare standards – as a profession, we have potential for leadership roles that will help raise our profile to the public and wider professional society.

I urge you to think about the VN role in society, as well as in practice, and consider how we can influence change. The stronger we stand together, the more influence we have, and the BVNA is that voice of vet nursing. We are here to listen to you, but should not forget our role as animal advocates or underestimate the influence we have.

So, let's make a difference and get involved. For details and to receive a VNAM pack, visit [www.vnawarenessmonth.co.uk](http://www.vnawarenessmonth.co.uk) and tell us what matters most to you and why via [president@bvna.co.uk](mailto:president@bvna.co.uk)

If you would like to submit an article for VN Voice, email VN Times editor Rebecca Hubbard at [rebeccahubbard@vbd.co.uk](mailto:rebeccahubbard@vbd.co.uk) Please note articles may be edited.

## IN BRIEF

## BEVA Congress

BEVA has pushed the importance of its upcoming congress for VNs. According to the association, BEVA Congress – taking place from 7 to 10 September at The ICC in Birmingham – is a “great place” for VNs and student VNs to gather and learn. The Saturday has themed lectures aimed at VNs working with horses, presented by vets and VNs. Attendance counts as valuable CPD – something BEVA said there was “a distinct lack of” for VNs working in equine practice. Those registering for the congress before 4 August will receive reduced booking fees. For details, visit [www.beva.org.uk](http://www.beva.org.uk)

## Correction

In the article “Contamination control: part 2 – a vet nurse’s critical role” by Laura Rosewell (VN16.04), Table 1, which contained common disinfectant properties, incorrectly stated Vetaclean Parvo had a one-hour contact time. Vetaclean Parvo advises a five-minute contact time under relatively low soil conditions in a veterinary clinical environment. This then differs depending on specific cases. Also, only two dilutions exist – 1:100 for low-risk situations and 1:50 for high-risk situations. We apologise for any confusion.

## Support with pride

An association for lesbian, gay, bisexual and transgender (LGBT+) veterinary professionals took part in Pride in London on 25 June. Started by vet Mat Hennessey in 2015, the British Veterinary LGBT+ group (BVLGBT+) is open to anyone wanting to support LGBT+ rights in the profession. The BVA walked with BVLGBT+, while our sister publication *Veterinary Times* was a sponsor. For the latest on BVLGBT+, follow it on Twitter @bvlgbt.

## Vet foxed by guest

A vet got more than he bargained for when he discovered a baby fox in his dishwasher. Simon Hayes, director of Village Vet in London, found the cub after it snuck in via the back door. Eventually, Dr Hayes used a broom to gently coax the creature out. To watch an uncut video of the fox in-situ, visit [https://youtu.be/Z5k0DGEZ\\_bw](https://youtu.be/Z5k0DGEZ_bw)

## Fun run feat

Students and staff from the College of Animal Welfare in Edinburgh have raised £784 for Macmillan Cancer Support and Therapet Canine Concern Scotland Trust. The philanthropic group took part in Gung Ho – a 5km fun run – to raise the funds.

Follow us on Facebook and at @VN\_Times

# RVNs ‘excellent advocates’ to find dog blood donors: BVNA

Practices are being urged to call on pet owners to sign their pets up as blood donors.

The BSAVA made the call as it joined efforts with the charity Pet Blood Bank (PBB) for World Blood Donor Day (WBDD) in June.

According to the PBB, a dog can save up to four lives for every unit of blood donated, while more than 1,000 dogs needed a transfusion last year.

The charity – as well as providing a national canine blood bank service for all veterinary practitioners – has worked to advance veterinary transfusion medicine via sharing knowledge, raising awareness and educational workshops.

## Quick, convenient access

PBB UK veterinary supervisor Jenny Walton said: “Our aim is to advance animal health and welfare, and relieve suffering by providing quick and convenient access to blood.

“We rely on the veterinary profession and the public’s support for our not-for-profit programme that sees owners volunteer their dogs to donate blood to help save others.

“A lot of people don’t know about canine donation and we need to raise awareness dogs fitting our criteria can donate.”

BSAVA president Susan Dawson said: “Hearing such heart-warming stories of pets donating blood is what WBDD is all about – not only saving lives, but practices helping pet owners through difficult times.

“With the help of practices across the UK – sharing the donation message, showing support on social media and with posters in practices – our profession can encourage more pet owners to get involved.”

BVNA president Sam Morgan called on her VN colleagues to take the lead in blood donation conversations with clients.

“RVNs can be excellent advocates for collecting details of potential blood donors within their practices,” she told *VN Times*. “They know their clients well and are trained to offer excellent advice on the suitability of each potential donor and what the procedure involves, so each client can make a fully informed decision.”

The PBB said potential donor dogs need to be fit and healthy, between one year and eight years of age, weigh more than 25kg, have a good temperament, have never travelled abroad, be vaccinated and not be taking any medication. Donors can give blood at many sessions across the country.

“Our happy donors trot into the sessions with tails wagging every three months to four months, looking forward to all the fuss and attention, as well as a treat and a toy to take home,” said Mrs Walton.

## Donor award

Elsewhere, the RVC also celebrated WBDD by creating a Blood Donor of the Year Award.

The college, which has the busiest animal hospital blood donor programme of its kind in Europe, gave the inaugural award to Raisin, a Labrador retriever that has donated blood to eight dogs during his two years on the scheme.

According to the RVC, Raisin is a “true hero” – as well as being a blood donor, he is also a hearing dog for his owner Ann Fort. He joined the RVC’s programme as Ms Fort had been unwell and has received many blood transfusions herself.

The RVC created its blood donor programme in 2005 to address the demand for dog and cat blood at its small animal referral hospital – the Queen Mother Hospital for Animals (QMHA).

Demand has increased, it said, given the complexity of the treatments offered by the hospital, such as open-



Blood donor and hearing dog Raisin.

heart surgery, emergency and critical care, and cancer treatment.

The RVC’s blood donors are pets of local people, it said. They are put through a “rigorous” screening process to ensure they are comfortable with donating blood and are healthy enough to do so. A total of 90 canine and 30 feline donors are registered.

Professor of emergency and critical care medicine Dan Chan said: “The RVC’s blood donor programme is an incredibly important part of what we do at the QMHA.

“Over the past year alone, hundreds of animals’ lives have been saved at the QMHA through blood donations, and this number is increasing year on year.”



Hooch with his owners and head nurse Kay Sanderson (right).

## Warning after dog bitten by snake

A head nurse is warning dog walkers to be vigilant after a family pet was bitten by an adder in County Durham.

Dogue de Bordeaux Hooch was attacked by the snake while walking with his owners Karen Forster and Dean Lowden at Derwent Reservoir. It was only after returning home and noticing a swelling the size of a tennis ball on his face they realised he had been bitten.

The pair took Hooch to Value Vets in Consett before he was transferred to its main hospital in Newcastle, where staff sourced antivenom. He then spent three days recovering.

In light of this, Westway Veterinary Group – which Value Vets is part of – is warning owners to take care when walking their dogs during the



Hooch's face after being bitten.

summer period when snakes are more likely to be out in the open.

Head nurse Kay Sanderson said: “This case is, fortunately, rare, but owners should be aware snakes are out there in the countryside and we do get the odd dog coming in after being bitten during the summer.

“With Hooch, it was serious because he was bitten on the face, which meant the swelling could have affected the airways. He was in considerable discomfort, needed to be on IV fluids and pain relief, and his temperature also dropped significantly because his body went into shock. Our advice is to always seek veterinary assistance if your dog is bitten.”

## Book offers key pet care message to kids

A storybook is giving practice staff a chance to reinforce the importance of pet preventive health care to children.

According to author Jennifer Hyland, *Learn to Care about your Pets with Harvey* is designed to give practice teams and other pet welfare professionals the opportunity to interact with young pet owners of the future.

The colourful, 20-page, A4 storybook follows Harvey through a typical day with his own vet in a busy practice. It contains challenges, including wordsearches, colouring pages and spot the difference competitions, as well as an A3 pin the tail on Harvey poster with space to record veterinary contact details and dates to remember.

Ms Hyland believes by holding children’s imagination and interest, the book will help pet health, and vets could use the incentive to ensure regular check-ups.

## Inception

Ms Hyland, a graphic designer, designed the book around a real-life Harvey – her spaniel retriever-cross that died when he was 17. The idea behind it, she told *VN Times*, was to help pet charities in lobbying the Government to include a few points of pet care into the curriculum. However, noting an “uphill slog”, the book took a different tack, instead working with National Pet Month.

“It was having worked with them on various projects, but also to see if we could impact the message [of preventive health care] through the doors of veterinary practices and, ultimately, education in schools,” she said.

The cost is £1 per book to practices (plus packing and carriage) and, for an additional fee, the cover can be personalised. For details, telephone 01285 810429 or email [jennifer.hyland@btinternet.com](mailto:jennifer.hyland@btinternet.com)





February 1, 2016

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

A recovered Max with RSPCA animal collection officer Helen Wheeler.



Max as he was found.

## Owner banned after 'shocking' neglect

**AN OWNER has been banned from keeping animals for five years after admitting to leaving a dog to suffer for more than a year without medical treatment, for a tumour so bad it was described as "like something out of a horror film".**

Kenneth Nigel Mackenzie, 52, appeared at Swindon Magistrates' Court, where he had previously admitted causing unnecessary suffering to the nine-year-old West Highland white terrier, called Max.

The dog was suffering from an extreme case of neglect and had a large, severe, untreated tumour on his right ear that was weeping and covered in puss. The dog was taken to the RSPCA Veterinary Clinic in Bristol, where he was found to be suffering to such a level, he was taken into the possession of the police and put into the RSPCA's care.

The court heard Mackenzie, of Newcroft Close, Calne, Wiltshire, had been struggling with difficult personal circumstances while looking after Max, but admitted in an interview every morning he hoped he had died peacefully.

RSPCA inspector Miranda Albinson, who investigated the case, said: "I have rarely seen a more depressed dog in all my time at the RSPCA. He barely even had the enthusiasm to respond to me and that just goes to show how much pain he must have been in. It was a very sad case and I dread to think of how much he must have suffered."

Max has now been successfully treated and rehomed.

# Professor seeks vet backing to 'revolutionise' cancer care

**PIONEERING neuro-orthopaedic surgeon Noel Fitzpatrick has outlined plans to inspire a "complacent" veterinary profession to revolutionise its attitude towards cancer care.**

Prof Fitzpatrick believes British vets are entrenched in a traditional "euthanise or amputate" mindset when presented with pets with cancer because they are unaware of new options.

In a world first, he has assembled an international line-up of experts in skeletal salvage, minimal invasive surgery and advancements in cancer care to explain the latest options to general practitioners "at the coalface", as opposed to the topic being discussed at specialist American College of Veterinary Surgeons (ACVS) and European College of Veterinary Surgeons (ECVS) meetings.

Speaking exclusively to *Veterinary Times*, Prof Fitzpatrick said: "I think options are definitely not being offered

report by

**David Woodmansey**

davidwoodmansey@vbd.co.uk  
01733 383561

in terms of skeletal salvage.

"Every day of my working life I see examples of cancer in bone where people are not offered the option of saving that part of the skeleton because the veterinary profession has become complacent and entrenched in a belief structure that says the standard of care is euthanasia or amputation.

"In fact, that standard is not what the public wants. What they want is every option for their dog or cat to be explained to them, and that's not happening."

Prof Fitzpatrick hopes he can spark debate and radical change in the veterinary world by allowing ordinary working vets to hear about the latest treatment options at the

VET (Veterinary Education for Tomorrow) Festival in June.

One main speaker, in an exclusive line-up, is Philipp Mayhew, a world leader in minimally invasive surgery – especially development of laparoscopic and thoracoscopic surgical techniques to reduce complication rates and postoperative pain in small animal surgery.

### Educate and inspire

Prof Fitzpatrick said his intention was to educate and inspire vets to work towards better cancer care – not to chide them for any perceived inaction.

He said: "Revolutionising cancer care is basically about recognising two or three things. I think, historically, over the past 50 years, the veterinary profession has felt fairly helpless in the face of cancer, which doesn't have a ready solution with existing drugs or surgery.

"In this conference, I've purposely asked people who I think are leaders in their field to come

and talk about solutions that have not, thus far, been thought about medically or surgically."

Explaining why he thought it was vital for ordinary vets to experience the lectures, Prof Fitzpatrick said: "It's important because vet Joe Bloggs in his practice in Brighton doesn't know what the options are yet, because nobody has told him. He doesn't go to ACVS and ECVS meetings because, in general, they are specialist, and the information isn't even in books yet."

He said he believed vets had a moral duty to inform owners of pets with cancer of all possible options.

It would then be up to the owner to decide whether he or she could afford to pay for an alternative procedure.

"For the first time we are going to bring these world-class speakers together to tell the bloke in his practice in Scunthorpe precisely what options he has to give Mary,

who doesn't know what to do about her dog's cancer," he said.

Asked whether he thought the lectures could change the traditional veterinary view of cancer, he said: "In practical terms this is the first step.

"If you have several hundred general practitioners in a room hearing, for the first time, what's possible with advancements in cancer care, skeletal salvage and minimal invasive surgery, those are the people who are going to go back across the UK and know, for the first time, what is possible."

### Position of strength

Prof Fitzpatrick added: "We intend to inform vets so they're in a position of strength, from a knowledge perspective, to know what is possible.

"The RCVS and veterinary profession then needs to come in behind that and form an ethical framework, whereby we are not left behind by our colleagues in human medicine."

## Willows raises cash for charity

**WILLOWS Veterinary Centre and Referral Service has raised more than £800 for two charities via various fund-raisers.**

Budding bakers donned aprons to take part in a staff-only bake-off, with Emma O'Neil, a Willows nursing team member, wowing judges with her snowman cake.

Money raised from the bake-off was matched by Willows directors and Miss O'Neil chose to donate the total – £450 – to the Cerebral Autosomal Dominant Arteriopathy with Subcortical Infarcts and Leukoencephalopathy Foundation.

Staff also took part in a Christmas jumper day. Winner of the best jumper title was IT manager Mike Perkins, who chose to donate the £416 raised to the Stillbirth and Neonatal Death Charity.

## Cam lives happily ever after

**A HORSE has undergone a transformation thanks to Blue Cross.**

Now boasting a flowing mane and dapples, the equine, named Cam, could have trotted out of a fairytale.

However, this was far from the case when he first arrived at the charity as a thin, nervous and neglected youngster.

Cam was a year old when he was admitted to the charity's specialist horse centre in Oxfordshire. He was very underweight, had a debilitating respiratory infection, was wary of people and difficult to catch.

However, with his bold nature, along with the care and patience of Blue Cross handlers, he was soon won over.

After a couple of years in a short-term loan home, where he socialised with other youngsters, Cam was back at Blue Cross to be backed and was an obvious choice to take to Your Horse Live in Stoneleigh Park, Warwickshire.

The annual show gives horse charities the chance to promote their welfare work and showcase horses looking for loan homes.

Cam has now found a home.



Cam the horse before (inset) and after his transformation at Blue Cross.

## Expert line-up scheduled for VET Festival

**TWENTY-ONE of the world's most celebrated small animal medicine practitioners, visionaries and thought leaders will speak at this year's VET (Veterinary Education for Tomorrow) Festival.**

Held on 3 and 4 June at Loseley Park in Guildford, Surrey, the line-up includes esteemed opinion formers from the US, Canada and UK, who are veterinary specialists and experts in their fields.

These fields cover clinical and surgical orthopaedics, soft tissue surgery, medical and surgical oncology, neurology and neurosurgery, minimally invasive surgery and diagnostics, anaesthesia, diagnostic imaging, physiotherapy, sports medicine and rehabilitation, anaesthesia and critical care, nutrition, feline medicine and surgery, and practice management and team building.

There will be a focus on minimally invasive diagnostics and surgery, led by Philipp Mayhew from the University of California, Davis, while Elise Robertson will discuss minimally invasive endoscopy techniques in cats. Michael Kowaleski, from Tufts University in Boston, and Noel Fitzpatrick will talk about arthroscopy of joints.

There will also be a specific focus on diagnostic imaging, with Russell Tucker from Washington State University sharing his nearly 40 years of experience with radiography, MRI and CT.

Cancer is an area of increased interest in small animal practice and will be explored by a world-class team including Julius Liptak, Nick Bacon and Laurent Findji.

To find out more, visit [www.vetfestival.co.uk](http://www.vetfestival.co.uk)

### In brief

**■ CATTLE DATA COMPLETE:** Data collection is complete for the first batch of cattle in the Beef Feed Efficiency Programme.

Funded by Defra and the Agriculture and Horticulture Development Board, the programme aims to develop standard recording approaches and create a network of industry embedded recording units. It is also developing an estimated breeding value for feed efficiency to aid genetic selection in the Limousin breed, with the aim of extending this to other breeds in future. For more information, visit [bit.ly/10kmjly](http://bit.ly/10kmjly)

**■ STRAW APPEAL:** Hillside Animal Sanctuary in Norwich is appealing for donations to help it buy additional hay. Extreme rainfall means the sanctuary's usual straw stocks have been exhausted and staff are using several tonnes of extra straw daily to keep the animals comfortable. A large bale of hay costs £10. "Please consider a small donation to help buy straw for our animals during this difficult time," a spokesman said. Visit [www.hillside.org.uk](http://www.hillside.org.uk)

**■ ELEPHANT INVESTMENT:** Blackpool Zoo has submitted plans for the biggest single investment in its 44-year history. A £2.5 million project to build an elephant facility has been proposed for unused zoo land, which will be home to a family of endangered Asian elephants. Blackpool Zoo's managing director Darren Webster said: "Our long-term aim is to be home to a breeding herd of this magnificent, endangered species and this is the first step towards realising this goal."

**■ A COSY SUCCESS:** A cat from Leeds has been named Britain's cosiest pet as part of NOAH's I Heart My Pet campaign. The competition ran as part of the organisation's Happy, Healthy Pets Project – an online gallery aiming to build the UK's largest picture of pet health. To view it, visit [www.pethealthinfo.org.uk](http://www.pethealthinfo.org.uk)

**■ CORRECTION:** Within the "In brief" column on page 2 of V746.01, we reported a retired guide dog's sight had been saved by veterinary eye specialists in Belfast. The operation was, in fact, carried out by eye specialist Isabel Buehler at Cedarmount Veterinary Clinic, 12 miles away in Bangor, Co Down. We apologise for the error.

**■ ARTICLES SOUGHT:** *Veterinary Times* is looking for authors and articles. Subject can be clinical, surgical, research or medicine and a fee is payable for any article published. Email [jackiemorrison@vbd.co.uk](mailto:jackiemorrison@vbd.co.uk)

**■ VET SERIES RETURNS:** BBC Alba's series, *Vets: Gach Creutair Beo*, which follows vets across Scotland as they go about daily work, will return for a new series on 26 January at 8.30pm.

**■ MANAGER APPOINTED:** Zoetis has appointed Mike Ellinger as an account manager. He will work with veterinary practices in the south-east.

## In brief

■ **ONE-DOSE VIALS:** Zoetis has introduced a one-dose vial of its product Rispoval Intranasal for respiratory health protection of calves as soon as possible after birth, without waiting to batch them in groups or wasting unused vaccine in multi-dose packs. To make ready for use, the vaccine is reconstituted by mixing a powder with a sterile diluent. Once mixed, the licensed shelf life is two hours. This means any unused in multi-dose packs must be thrown away. By stocking a combination of one-dose and multi-dose packs, farmers can eliminate this.

■ **HORSE OWNER BAN:** A man who claimed he could talk to horses and ran an equine rescue operation, as well as a business as a horse whisperer, has been banned from owning horses after he was convicted of three counts of cruelty to his own herd. Raymond Sparks-Clark, 43, of North Lane, Otherey in Somerset, was sentenced at Taunton Deane Magistrates' Court after a four-day long trial. He was found guilty and banned from owning horses for four years, as well as given a two-year conditional discharge and ordered to pay costs of £400.

■ **WORK-LIFE BALANCE:** Veterinary professionals can learn how to develop a better work-life balance at a BEVA workshop being held at the RVC in North Mymms on 10 February. Vet Carolyn Crowe will host the event, which will provide delegates with techniques and skills to cope better with the pressures of practice and help make practice life more productive and enjoyable. To find out more and book, visit [www.beva.org.uk/news-and-events/beva-courses/view/605](http://www.beva.org.uk/news-and-events/beva-courses/view/605)

■ **PARACETAMOL POISONING:** International Cat Care (ICC) is reminding owners not to give pets paracetamol as part of its Keeping Cats Safe campaign. "Never give cats or dogs human medication as they can react differently to you and I," an ICC spokesman said. Owners are urged to take pets to a vet immediately if they suspect the pet has eaten paracetamol. For details, visit [bit.ly/1RzAbDw](http://bit.ly/1RzAbDw)

■ **CORRECTION:** An "In brief" article on page four of *Veterinary Times* (VT46.03) incorrectly stated Active Animal Health was offering vets the chance to join a free pre-launch trial of a Natural Vetcare Prescribed brand of nutraceutical supplements for cats and dogs. The company offering the trial is, in fact, Avacta Animal Health. We apologise for any confusion.

■ **NI PRESIDENT:** BVA Northern Ireland (NI) branch has elected Seamus O'Kane as president. After serving a year as junior vice-president, he will succeed Simon Doherty as president, the principal representative of BVA in NI, alongside his day job as a consultant at a mixed practice in Dungannon.



## Vet to swap surgery for skis in vertical challenge

**A VET with multiple sclerosis (MS) is preparing to ski 90,000 vertical feet in aid of a charity dedicated to making life better for people with the disease.**

Simon Vogel graduated from the University of Liverpool in 1996 and, after starting in mixed practice, has been in small animal practice for the past 10 years.

A year ago, he was diagnosed with relapsing remitting MS – an autoimmune disease of the brain.

Dr Vogel, 43, from Dereham in Norfolk,

said: "The effects on my vision and balance, and chronic fatigue, have meant I've had to stop full-time practice, but, through the support of my practice, The Grove Veterinary Group's hospital and clinics, and my employer CVS UK, I'm still able to practise part-time.

"In March, I'm attempting to raise money for the Multiple Sclerosis Trust by skiing down the height of Mount Everest in three consecutive days."

Dr Vogel will ski in the French and Italian

Alps. He added: "I started skiing at school, then at university and with my wife. I was looking for a fund-raising opportunity for an MS charity and, as I can't run a marathon, I saw this and fancied the challenge.

"If I can only do this once and now, I may as well push myself. Lack of balance is a common problem for MS patients and it is a requirement to get down the hills safely."

To sponsor Dr Vogel, visit [uk.virginmoneygiving.com/simonvogel](http://uk.virginmoneygiving.com/simonvogel) and for MS details, visit [www.ms-trust.org.uk](http://www.ms-trust.org.uk)

# Shift towards biotechnology in EMA medicines overview

**THE European Medicines Agency (EMA) has released an overview of its 2015 key recommendations in relation to the marketing authorisations of new veterinary medicines and safety monitoring of authorised medicines.**

The recommendations demonstrate a shift from traditional methods towards biotechnology and new medicines designed to reduce the need for antimicrobials in animals.

In 2015, the EMA recommended 14 key medicines containing 7 new active substances for veterinary use, of which 1 was for minor use minor species (MUMS)/limited market.

A total of 8 were medicines for food-producing animals, of which 5 were vaccines. The medicines were recommended for use in dairy cattle (2), chickens (2), dogs (6), horses (1) and pigs (3). They were:

- cattle: Imrestor (new substance; NS) and Velactis
- chickens: Innovax-ILT (NS) and Vectormune ND (NS)
- dogs: Canigen L4, Fortekor Plus, Sileo, Simparica (NS),

report by  
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Upcard (NS) and Zycortal (NS)

● horses: Novaquin

● pigs: Coliprotec F4 (NS)

Five vaccines protecting food producing animals from infectious diseases were recommended for marketing authorisation to prevent viral or bacterial infections in food producing animals.

Four of these vaccines were biotechnology products, reflecting the shift seen in manufacturing of veterinary vaccines from traditional methods towards biotechnology. They were:

- Porcilis PCV ID: an inactivated vaccine to protect against porcine circovirus in pigs.
- Vectormune ND: a live vaccine to protect against Newcastle disease and Marek's disease in chickens.
- Innovax-ILT: a live vaccine to protect against infectious

laryngotracheitis and Marek's disease in chickens.

● Suvaxyn Circo+MH RTU: a combination vaccine against porcine circovirus and *Mycoplasma hyopneumoniae*.

The other recommended vaccine was Coliprotec F4 – a live vaccine to protect against porcine post-weaning diarrhoea caused by enterotoxigenic *Escherichia coli* in pigs.

EMA's committee for medicinal products for veterinary use (CVMP) also recommended the authorisation of one product, Zycortal, for the MUMS market.

Zycortal is used to treat mineralocorticoid deficiency (Addison's disease) in dogs. If untreated, this might cause cardiovascular emergency.

The CVMP recommended two medicines for approval with the potential to reduce the need for antimicrobial treatment in dairy cattle. Both are intended for the prevention of mastitis. They were:

- Velactis: to reduce milk production during the dry-off period in dairy cows, reducing the risk of udder infections.

● Imrestor: to reduce the risk of chronic mastitis in dairy cows.

Among the pharmaceutical products recommended in 2015, one known active substance, Sileo, used to alleviate acute anxiety and fear associated with noise in dogs, was authorised for a new indication.

### New opportunities

Use of an already authorised medicine in a new species or indication offered new treatment opportunities – Zactran to extend its use in pigs to treat swine respiratory disease associated with *Actinobacillus pleuropneumoniae*, *Pasteurella multocida* and *Haemophilus parasuis*.

EMA's recommendations are sent to the European Commission for adoption of an EU-wide marketing authorisation decision.

Once a veterinary medicine has been put on the market, EMA and EU member states monitor benefits and risks associated with it in real life for human and animal health, and for the environment.

The CVMP also looked at procedures on safety for two products. The overview stated: ● Closamectin Pour On Solution and associated names (closantel and ivermectin): a review was started following suspension of marketing authorisation in France.

CVMP recommended the medicine should remain available, but changes should be made to the product information and conditions concerning risk mitigation and surveillance measures.

● Lidocaine: the CVMP reviewed the risk to consumers from use of lidocaine in food-producing species. The agency issued regulatory recommendations to ensure a negligible risk to consumer safety from residues that may occur in milk following off-label use in cattle.

The agency recommended communication with vets to ensure an adequate interval of time is allowed to elapse between administration of lidocaine and taking of milk for human consumption.

## Vet case dismissed

**THE RCVS disciplinary committee (DC) has dismissed a case against a vet accused of clinical failings in relation to his treatment of a cat that later died and of keeping poor, misleading clinical records.**

The DC heard the case against Duncan Davidson, who was the sole practitioner and owner of Mitcham Veterinary Clinic, south London until his retirement from clinical practice in November 2014.

The first charge against Dr Davidson alleged that, between 7 November 2013 and 13 December 2013, he had failed to provide adequate care to Ameira, an Egyptian Mau cat.

The charge was in four parts: he had inappropriately administered corticosteroids; failed to administer adequate fluid therapy; discharged the cat to its owner, suggesting a referral when he should have suggested or arranged a same-day referral; and failed to communicate the urgency of referral/further investigation of the cat's condition to her owner.

The second charge was, between 7 November 2013 and 17 January 2014, he dishonestly made retrospective alterations to Ameira's clinical records and failed to keep clear, accurate and detailed clinical records. From the outset, Dr Davidson, who attended the hearing, did not admit the charges and denied his conduct, if found proven, constituted serious professional misconduct.

The DC found the first part of the first charge proven. The following two parts were adjudged "not proven" and the DC was unable to be satisfied on the evidence to the necessary standard of proof required on the fourth part of the first charge.

The DC said although there were "troubling aspects" about the second charge, it found it "not proven" and noted Dr Davidson had enjoyed a unblemished professional record for more than 40 years.

## Leptospirosis vaccine launched



**VIRBAC will offer its Canigen Lepto4 vaccine alongside Canigen Lepto2.**

Canigen Lepto4 covers two additional strains of leptospirosis identified as being of concern in certain high-risk groups in the UK and in dogs that may be travelling abroad.

Both vaccines are offered with technical training and support, including educational and promotional resources to enable client engagement.

Product manager Sarah Walker said: "We are committed to providing practices with a full, flexible range of canine vaccines and offering all the support they need to advise their clients effectively on this important issue.

"While Canigen Lepto2 is still suitable in many cases and provides a broad spectrum of protection, Canigen Lepto4 helps offer a solution for those that may need a broader degree of protection."

## RCVS to send renewals online

**THE RCVS is to send annual renewal notices for vets by email for the first time and is asking members to ensure their details are up to date.**

In previous years, the RCVS sent annual renewal notices to vets by post; however, from now on key communications about renewing registration will be sent by email, except where the college does not hold an email address for an individual.

Nicola South, customer experience manager and head of registration at the RCVS, said: "The move towards electronic communications has been requested by the profession for some

time and is also more environmentally friendly.

"The annual renewal emails will be sent in the second half of February. Ahead of this, we are asking vets to ensure the email addresses we hold are up to date and personal to them; not, for example, generic practice email addresses.

"As with previous years, vets should use the 'My Account' area ([www.rcvs.org.uk/login](http://www.rcvs.org.uk/login)) to pay their fee and make declarations from 15 February onwards. We will still be accepting Bacs transfers, cheques and pre-arranged direct debits."

For any queries, email [registration@rcvs.org.uk](mailto:registration@rcvs.org.uk)

## In brief

**POISON INCIDENT:** The Pets'n'Vets Family, a network of vet practices with surgeries around Glasgow and surrounding areas, has warned of a possible malicious poisoning incident in Queen's Park in the south side of the city. Pets'n'Vets vet Ross Allan said: "We are treating a dog that ingested what appears to be chicken laced with a blue substance it found in Queen's Park. We are concerned this might be rat poison."

"Fortunately, the dog does not appear to be in grave danger, though we will not know for certain for the next three weeks. We urge owners to be vigilant when walking their dogs in Queen's Park and surrounding areas." Police are investigating the incident.

**PET MOTS:** The PDSA's annual PetCheck Tour, which takes veterinary expertise to communities across the country, is underway. Over the past 14 years, more than 60,000 free health MOTs have been conducted on the nation's dogs. The checks assess each of the five welfare needs: diet, environment, companionship, behaviour and health – enabling wider conversations about the pet's overall lifestyle. A simple traffic light system gives each pet a score for each of the five needs, plus a personalised action plan to help owners improve their pet's complete well-being.

**VN COURSE:** A two-day course aimed at helping veterinary surgeons who have graduated abroad prepare for practice life in the UK has been expanded to include overseas-qualified veterinary nurses. The course, organised by the RCVS, BVA and Veterinary Defence Society, takes place at the Radisson Blu Hotel in Leeds, West Yorkshire, on 11 to 12 May. Visit <https://rcvsintroductiontotheukprofessionleeds.eventbrite.co.uk> to book.

**CATTLE SLAUGHTER:** More than 28,000 cattle were slaughtered in England last year after testing positive for bTB, according to Defra figures. They also show more than 3,950 herds that had previously been clear of the disease were affected by bTB. The total number of cattle slaughtered since 2008 is 215,000.

**CORRECTION:** In Alex Donaldson's article, "Lessons to be learned from foot-and-mouth outbreaks" (V746.11), the third and fourth bullet points under the subheading "Further outbreaks" incorrectly displayed the numbers 105, 106 and 101. These should have read as follows: 10<sup>5</sup>, 10<sup>6</sup>, 10<sup>1</sup>. We apologise for any confusion.

**CHARITY ROLE:** RSPCA poultry specialist Marc Cooper, who has worked for the charity for 12 years, has been named as head of its farm animals department. Dr Cooper takes over from Julia Wrathall who will lead the charity's four science departments.

# Wild birds probable source of avian flu, findings reveal

**BRITAIN'S last H5N1 avian influenza outbreak, in which 40,000 chickens had to be culled, was most probably caused by indirect contact with wild birds, a new report has concluded.**

Findings from the official APHA epidemiology report and investigation into the outbreak in January at an intensive broiler breeder laying unit also suggest "deficiencies in biosecurity" on the infected premises (IP) may have contributed to the introduction of the virus.

The APHA report concluded the H5N1 low pathogenicity avian influenza (LPAI) virus is a conventional European lineage virus exhibiting biological properties consistent with contemporary LPAI viruses that are occasionally detected in the EU in domestic poultry, and whose closely related progenitors are maintained in wild waterfowl populations.

## Wild bird sites

The IP, located 8km (5 miles) north of the Firth of Forth estuary near Dunfermline, Fife, is

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sited between two large lochs hosting waterfowl, wader and gull populations, and is on the direct avian flight pathway between a waste disposal site and Loch Fitty in Dunfermline.

Heavy rain had also flooded a field to within 50 metres of the indoor barn-style broiler production unit buildings. The field had been flooded for approximately a month prior to the outbreak and wild birds had been seen on it.

The report states there is a small risk of fomites (such as feathers) being sucked in through the roof inlet air ventilation systems of two buildings thought to be first infected, though there is no evidence of introduction of infection via direct contact with wild birds.

The IP consists of 10 poultry houses, each holding around 4,000 birds. Investigators found

trolleys used to transport eggs between them did not have their wheels disinfected and "so present a potential risk pathway of fomite transfer to and from the lobby areas and their external connecting pathways into the poultry houses".

The outbreak was detected in its early stages by a private vet. The rapid lock-down of the unit, culling of the 40,000 birds on site, and safe disposal of all eggs and unit waste matter meant no evidence of avian influenza virus infection had been found on other poultry premises identified as tracings from the IP, or reported on other domestic poultry premises in the UK.

The virus is clearly distinguishable from those associated with the ongoing epidemic in France, and distinguishable from the group of HPAI viruses that have caused a global panzootic in the past 10 years. The genetic analyses suggest all eight genes are of avian origin, without any specific increased affinity for humans.

On the likelihood of out-

breaks in poultry in the UK from infected wild birds potentially present in the UK, the report says: "We consider there is a constant low risk of wild birds being infected with LPAI viruses at any time of the year in the UK. Given the current strain is a European one, with evidence of recent incursion into poultry, the report does not change our opinion."

## Programme

The report adds: "EU poultry and wild bird surveillance programmes are not designed to pick up the first incursion of avian influenza, but to look for changes in the strains identified and mass mortality events. The EU wild bird surveillance programme identifies a handful of H5-positive wild birds every year out of the thousands tested. This is, therefore, considered a constant low likelihood for source of disease incursion into holdings with less than robustly enforced biosecurity."

Scotland's chief veterinary officer Sheila Voas said: "Inves-

tigations have concluded indirect contact with wild birds is the most likely source of the case of very mild avian influenza near Dunfermline; tests also found it was a different strain of H5N1 to those previously seen on the continent.

"We know infections such as this constantly circulate in wild bird populations at a very low level, and therefore remain a constant, low-level threat to poultry in Scotland. That is why I am writing to all registered poultry keepers in Scotland with advice about how to maintain good biosecurity on their farm.

"As demonstrated in the Dunfermline case, the speed of response is absolutely crucial in containing and controlling infection when it does occur.

"The Scottish Government's new animal health and welfare strategy will help ensure our livestock industry is as prepared as it can be for just such an eventuality and, even more importantly, is taking every available step to prevent an incursion in the first place."

## Rot campaign exceeds target

**A FUND-RAISING campaign to further research into idiopathic cutaneous and renal glomerular vasculopathy (CRGV) – more commonly known as Alabama rot – has raised more than £10,000.**

RVN Jessica Worthington had initially hoped to raise £1,000 in a month to fund further research into CRGV, but when supporters donated that amount in a matter of hours, she increased the target to £10,000.

A total of £10,208.50 was donated to the New Forest Dog Owners Group (NFDOG) for research into Alabama rot.

Mrs Worthington, from Vets Now Referrals in Swindon, undertook the fund-raising campaign after her cocker spaniels Pippa and Molly contracted CRGV following a forest walk last year.

Despite Mrs Worthington immediately seeking specialist veterinary help, Pippa's condition deteriorated and the decision was taken to euthanise her. Molly, however, recovered sufficiently to return home.

Mrs Worthington said: "I feel so overwhelmed by the amount of support, love and well wishes I have received throughout my fund-raising journey.



"I hope the positive steps towards eradicating CRGV will leave a legacy for Pippa. My message would be to appreciate your pets every day and enjoy every second with them as they are so precious.

**Jessica Worthington (second left) presents a cheque to Sandy Gatward from the New Forest Dog Owners Group, with David Walker and Laura Holm from Anderson Moores.**

## Investigated complaints of animal cruelty down

**THE RSPCA investigated a total of 143,004 complaints of animal cruelty in 2015 – slightly down on 159,831 investigated in 2014, according to new figures.**

The charity's annual cruelty statistics show almost 57 per cent of complaints investigated by the RSPCA in 2015 were about dogs, compared to 24 per cent about cats – the second most abused pet.

Statistics show in 2015 there were:

- 81,146 investigations into complaints of cruelty towards dogs
- 33,844 into cats
- 15,965 into equines
- 796 people were convicted of animal welfare offences, compared to 1,029 in 2014

The highest number of complaints investigated were in Greater London (11,050), fol-

lowed by West Yorkshire (7,694) and Greater Manchester (7,333).

The number of owners who were offered and accepted animal welfare advice meanwhile is showing a general increase, with 81,475 accepting advice in 2015 compared to approximately 78,000 in 2007.

Dermot Murphy, assistant director for the RSPCA inspectorate, said: "It is encouraging some of the figures are down on last year and that the numbers of complaints being dealt with by education and advice are going up, as we would always much rather improve animal welfare by giving advice to owners if at all possible.

"Yet even if some of the overall numbers are lower, the level of depravity we have seen in 2015 cases are up there with some of the most extreme we have known."

## Biotech entrepreneur to deliver 'one medicine' talk at VET fest

**MEDICAL science entrepreneur Sir Christopher Evans OBE will address veterinary professionals on the latest advancements in human medicine when he delivers the keynote speech at the Veterinary Education Tomorrow (VET) Festival.**

Sir Christopher will also explain how, by working together in the spirit of "one medicine", the human and veterinary medicine worlds can take giant strides forward for the good of all species.

In a career spanning more than three decades, Sir Christopher has played a vital role in human medicine innovation, including the development of the world's first gene medicine to treat brain cancer and the world's first stem cell product to be clinically trialled on humans suffering the effects of stroke.

VET Festival organiser Noel Fitzpatrick said he was deeply honoured and very excited Sir Christopher was to deliver the keynote speech.

"There is nobody better placed at the coalface of medical research and economics than he to inspire us to think where veterinary

medicine can, and should, be in 10 years from now and nobody better qualified to talk about one medicine.

"The concept animal and human health care innovations can, and should, move forward together, will be the central theme of his presentation, with specific reference to his own journey – why and how he has become one of the leading medical entrepreneurs in the world today.

"I know he will invigorate, motivate, educate and inspire us and it's a distinct mark of respect for the growing credibility and momentum of our profession that he has decided to address a veterinary audience for the very first time at The VET Festival. It's going to be an event to remember, I'm quite sure," Prof Fitzpatrick added.

The outdoor conference will take place at Loseley Park in Guildford, Surrey on 3 to 4 June. Sir Christopher joins a line up of 21 of the world's most celebrated small animal medicine practitioners, visionaries and thought leaders from across the US, Canada and the UK.

August 15, 2016

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

## Research applicants sought for review

**RESEARCH proposals are being accepted for a one-year trial to conduct ethical reviews for practice-based clinical research.**

The RCVS Ethics Review Panel, chaired by veterinary ethicist David Morton CBE, is accepting applications from vets and veterinary nurses wishing to undertake practice-based research.

The aim of the panel – which has vet, veterinary nurse and lay representation – is to facilitate access to ethical reviews for those who wish to undertake research outside of a university or industry context.

During the trial period, the ethical review process will be limited to considering research projects involving cats and/or dogs, with the possibility of expanding to other species if the trial is extended or made permanent.

For information on the submission process, including guidance notes for applicants and an application form, visit [www.rcvs.org.uk/about-us/committees/ethics-review-panel](http://www.rcvs.org.uk/about-us/committees/ethics-review-panel)

Meanwhile, any questions can be directed to [ethics@rcvs.org.uk](mailto:ethics@rcvs.org.uk)

# RSPCA slams animal cloning as UK pet biopsies confirmed

**AN undisclosed number of UK vets have completed biopsies required by a US company to clone pets for UK owners.**

ViaGen Pets in Texas delivered the first US-born cloned puppy in July 2016 and is offering its genetic preservation and cloning services to the UK.

The cloning process is initiated when a UK owner requests a tissue biopsy test kit from ViaGen Pets. This is passed on to his or her vet, who takes a sample from the donor animal and returns it to the company.

The cells are then cultured and cryopreserved – a service that costs US\$1,600 (£1,200), in addition to a US\$150 (£113) per year storage fee.

ViaGen Pets said “a number” of UK vets have already supplied biopsies and stated “the client’s veterinarian is an essential part of this process.”

Its president Blake Russell said: “ViaGen Pets believes it is essential to bring the companion animal veterinarian into this process as he or she can provide the client with the best and most accurate information possible.”

The cloning of animals is illegal in the UK. The RSPCA has

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described it as “abhorrent”, while the BVA has reiterated its opposition to the commercialisation of the process.

To produce a clone, technicians replace the nucleus of a donor egg with one of the founder’s frozen cells. The egg and cell is joined to produce an embryo, which is implanted into a surrogate mother.

The cost of cloning via ViaGen Pets is US\$50,000 (£38,000) for dogs and US\$25,000 (£19,000) for cats.

### Demand rise predicted

Mr Russell said the company has already genetically preserved almost 1,000 pets and there is a waiting list for the cloning procedure. The company predicts demand will increase as the word spreads.

“The potential to have an identical twin to something that was very important and special in your life is an unprecedented opportunity and has brought

## Vet’s operation saves prickly patient’s limb

**A SPANISH vet’s first major UK operation was an unusual one – amputating a hedgehog’s leg.**

Marta Serrano, who graduated in 2015 and works at Wymondham Veterinary Clinic in Norfolk, saw the patient after it was found in a garden by a member of the public.

It had an abscess on its left hind leg and was covered in ticks and fleas. The team lanced and cleaned the abscess and gave the animal antibiotics for several days, but the foot was still swollen. An x-ray revealed separation of the tarsometatarsus joint and amputation was needed.

Dr Serrano conducted the operation and the animal, who was named Hugo, recovered well and was taken to PACT Animal Sanctuary in Norfolk.

“We’ve had hedgehogs come in before, but not with that pathology,” Dr Serrano said. “The team felt pleased to have saved Hugo as hedgehogs are declining. The operation went well – it was my first big surgery and I think it was nice, with a good anaesthetic, too.”



Hugo the hedgehog survived thanks to Marta Serrano.

a lot of joy to pet owners,” Mr Russell said.

UK vets have an essential part to play in the process, he said, in terms of educating clients during the procedure and providing long-term care for the clone once it is delivered.

“We feel it is important for vets to be fully informed about what we do and how our processes work, so they can make sure their clients are fully informed as they go through the process,” Mr Russell said.

To date, Mr Russell has received what he called a spectrum of responses from vets regarding the cloning service.

“But, on the whole, it has been exciting to see the level of support and interest received from most vets,” he said.

However, the RSPCA has slammed the concept of cloning, stating serious ethical and welfare concerns exist relating to the application of cloning technology to animals.

“Cloning animals requires procedures that cause pain and distress, with extremely high failure and mortality rates,” an RSPCA spokesman said.

“There is also a body of evidence that cloned animals fre-

quently suffer physical ailments, such as tumours, pneumonia and abnormal growth patterns.

“Cloning dogs as pets is abhorrent to the RSPCA. We can’t believe any true dog lover would condone causing suffering to dogs and wasting their lives for such a trivial and selfish purpose – particularly when animal shelters worldwide have thousands of dogs that need loving homes.

“In any case, a cloned animal is never going to be an exact copy of the original pet – in looks or behaviour. There is more to an animal than its DNA and cloned dogs will, inevitably, have different life experiences, resulting in animals with different personalities.”

### Welfare concerns

The BVA has raised concerns about the process, particularly with animal welfare.

BVA junior vice-president Gudrun Ravetz said: “The thought of losing a family dog is upsetting and it’s understandable some people may wish to clone their pet.

“However, the BVA believes cloning animals should not be commercialised in the UK as

it is a highly invasive process involving healthy surrogate animals undergoing procedures, such as implantation and caesarean section, which are not for the animals’ own benefit and that may have health and welfare implications.

“In pets, this compromised welfare cannot justify the hoped-for benefits.”

However, Mrs Ravetz said vets still had a duty of care for all animals, regardless of their breeding or production.

“Cloned animals are still able to feel and experience pain and sickness, so require being treated by a vet, just like the original pet,” she said.

The RCVS confirmed cloning of companion animals is not a recognised UK veterinary practice and, under the Animals (Scientific Procedures) Act 1986, considered an experimental procedure that would need to be licensed by the Home Office.

Sooam Biotech Research Foundation in South Korea also offers owners the chance to have their dog cloned. The biopsy can even be taken up to five days after the donor pet has died if the guidelines are followed correctly.

### In brief

**■ SMALL ANIMAL SUMMIT:** An industry summit aimed at understanding approaches to preventive health care in small animal practice – and opportunities for improvement – has taken place. “New horizons in preventive health care”, hosted by MSD Animal Health, brought together experts from practice, academia and industry, and covered topics such as emerging threats in enteric infectious disease, leptospirosis and cutaneous and renal glomerular vasculopathy research, vaccine use and protocols, consultations, disease surveillance and preventive health care in practice.

**■ PIG DISEASE PRODUCT:** Merial Animal Health used its presence at the 24th International Pig Veterinary Society Congress in Dublin for the global launch of its swine claim for Zactran. Zactran is now indicated for use in treatment of swine respiratory disease associated with *Actinobacillus pleuropneumoniae*, *Haemophilus parasuis* and *Pasteurella multocida*. It has a low dose rate of 1ml per 25kg in pigs, is administered by intramuscular injection, comes in three sizes and has a three-year shelf life.

**■ LIVESTOCK ANALYSIS:** Since opening about a year ago, the Wales Veterinary Science Centre has examined more than 300 carcasses, increasing disease surveillance across Wales and engaging with farmers to provide a clearer understanding of Welsh livestock health. The centre, based in Aberystwyth, is operated by Iechyd Da (Gwledig) – a consortium of private practices with interests in farm animal medicine, in partnership with Aberystwyth University.

**■ BVA MEMBERS’ DAY:** This year’s BVA Members’ Day keynote address will focus on how proximity to nature can help enhance veterinary well-being. Rebecca Lovell, research fellow at the University of Exeter Medical School European Centre for Environment and Human Health, will deliver the address at the At-Bristol Science Centre on 22 September. To book, visit <http://bit.ly/2a5KUeg>

**■ CORRECTION:** In Katherine Clarke’s article, entitled “Detecting canine kidney disease”, which appeared in V746.31, the author has pointed out an incorrect sentence. The article stated: “Glomerular disease (such as glomerulonephritis) is suspected when the UPC [urine protein:creatinine ratio] is less than 2.” The sentence should have said “greater than 2”. We apologise for the error.

**■ CAT FRIENDLY CLINIC:** White Cross Vets St Helens has been awarded Cat Friendly Clinic status from the International Society for Feline Medicine (ISFM), the veterinary division of International Cat Care. The practice achieved the status for its high standards of feline care.

## New resort for skiing congress

**CONGRESS in the Snow is once again heading to Austria in 2017, but this time to an alternative resort – Mayrhofen.**

CPD will be provided by Tom Cave, RCVS specialist in small animal internal medicine, and his director of anaesthesia from Cave Referrals, Nicki Grint, European specialist in anaesthesia and analgesia.

Dr Cave will speak on his specialist subject with a “what’s new” slant covering endocrinology, haematology and oncology.

Meanwhile, Miss Grint will cover anaesthesia and pain management. With sessions in the morning and evening, about 17 hours of lectures will be provided for the week, while allowing time on the slopes. To find out more, email [simonandmarina.scott@gmail.com](mailto:simonandmarina.scott@gmail.com)

Last year’s speakers Bill Oxley and Esther Barrett.



## Vet airs advice on radio

**A VET has taken to the airwaves to advise on responsible pet care.**

Katie Ford, of County’s End Veterinary Practice in Greater Manchester, has a regular slot on Oldham Community Radio, where she spreads the word on topics such as dental care and preventive flea and worming treatments.

The slot, which features on the station’s *Oldham Today* programme, launched in July and gave an overview of the practice and parasite information.

The initiative came about when, as part of National Pet Month, County’s End held a client evening on responsible pet ownership. When Oldham Community Radio heard about it, it contacted the practice to interview Miss Ford.

Practice manager Ian Wolstenholme

then suggested the station may like to consider a regular slot featuring appropriate vet advice.

“This community work is not suited to everyone and it’s important to have an arrangement with the broadcaster before going behind the microphone,” he said.

“There are protocols and sensitivities, in terms of listener contributions, and stringent guidelines from the RCVS, but no reason why questions can’t be asked in advance by listeners, researched and robust, impartial advice given.

“It helps to have a confident vet and a forward, progressive-looking practice owner. Fortunately we have that.”

He recommended other practices used their local radio to communicate key vet messages.

October 3, 2016

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

## Shot feline left with pellet in skull

**A CAT has an air rifle pellet permanently embedded in its skull after being deliberately shot in the nasal cavity at close range.**

An x-ray revealed long-haired tabby Max, from Blackridge in West Lothian, had a pellet deeply lodged between his eye socket and optic nerve. The pellet will now remain in place as a vet would need to remove his eye to extract it.

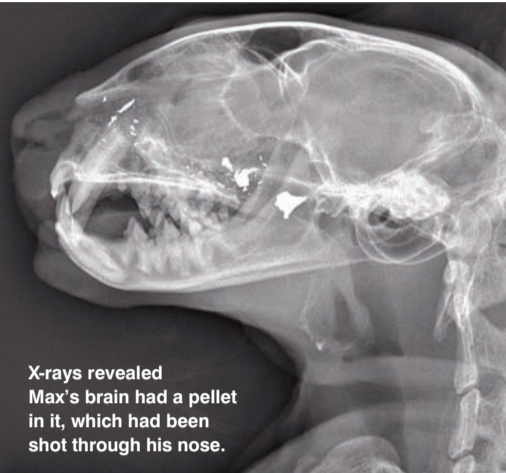
Owner Andrew Murchinson said his pet made it home before losing control of his back legs. Unable to see any external damage, they assumed he was having a seizure and rushed him to a vet, where scans and blood tests were carried out.

However, when he returned home, blood started pouring from his nose and he was taken to The

University of Edinburgh Royal (Dick) School of Veterinary Studies, where an x-ray revealed the pellet. Staff operated on him for more than three hours and were able to remove most of the shrapnel.

Mr Murchinson said: "Max is not out of the woods yet and has a lot of recovering to do, but we are hopeful he's going to be okay. It has been a horrific experience for our family and we are keeping everything crossed."

An SSPCA inspector said: "It is appalling animals such as Max are being targeted and caused such pain and suffering. Because the air rifle had been shot up Max's nose at close range, there was no entry wound. This was a horrific crime and Max is very fortunate to still be alive."



X-rays revealed Max's brain had a pellet in it, which had been shot through his nose.

# Cats may be 'missing piece' to Toxocara puzzle, suspects vet

**ONE of the UK's leading parasitologists believes cats could be the "missing piece in the jigsaw" when it comes to controlling Toxocara.**

Vet Ian Wright is the lead author of a study (Wright et al, 2016) exploring the prevalence of clinically relevant intestinal nematodes in cats and dogs, using the sensitive faecal analysis technique FLOTAC.

The results regarding dogs were as expected, but researchers were surprised to find *Toxocara* parasites in 26 per cent of cats – a higher prevalence than previously thought.

Only limited research on the prevalence of *Toxocara* and related worms has been conducted in the UK to date and Dr Wright wanted to discover how common it was and how many cats and dogs were at risk.

"What was surprising, and what's been overlooked, was the fact cats are shedding high numbers of *Toxocara* eggs, too, which can be potentially infectious to humans," he said.

Historically, dog owners have been advised to clear up their

report by

Holly Kernot

hollykernot@vbd.co.uk  
01733 383562

pet's faeces and have them regularly dewormed in a bid to stop parasites spreading. However, the research suggests cat owners should receive the same advice.

Dr Wright, head of European Scientific Counsel Companion Animal Parasites UK and Ireland, said: "I suspect cats are a big missing piece in the jigsaw of *Toxocara* control. The focus to date has been very much on dogs, which is important, but we perhaps need to turn our attention more to cats."

### Parasite problems

The *Toxocara* worm can potentially cause blindness, and has links to epilepsy and asthma. Two to four-year-old children are particularly at risk, but, as a whole, about one in 50 people in the UK have been exposed to it, Dr Wright explained.

He said it is the vets' and VNs' role to assess the risk parasites pose to individual pets and, in the case of *Toxocara*, the risk posed to owners and the wider public.

"It is very much the profession's responsibility to get that message across and increase compliance with deworming frequencies," he said.

Once animals are infected with *Toxocara*, the parasites remain throughout their lives, so Dr Wright recommends deworming at least four times a year to reduce egg shedding.

However, animals allowed to hunt, those on raw diets or in close contact with children, or immunosuppressed individuals, should be dewormed on a monthly basis, he added.

He said: "Controlling *Toxocara* relies on a number of strategies, but this study shows regular deworming of dogs – and now, it would seem, cats especially – is very important. Practice posters have their place, but conversations at reception, in nursing clinics and during booster appointments can also help.

"As a clinical parasitologist, my dream would be for all vets to discuss the parasite needs of pets at booster meetings and put plans in place then."

### Details of study

For the purposes of the study, it was assumed the north-west of England was representative of the whole country.

Faecal samples were collected from 171 domestic dogs (90 male and 81 female) and 131 domestic cats (63 male and 68 female) from urban areas of Lancashire.

*Toxocara* was present in 5.3 per cent of dogs, as predicted. Another surprise was the discovery of a worm called *Spirocerca lupi*, which is not thought to be endemic in the UK. *S lupi* is not dangerous to people, but can cause oesophageal tumours and spinal problems in dogs.

"It is very unpleasant and can cause sudden death through aortic rupture, so it is important to know if it is present in the UK," Dr Wright said.

The worms were only found

in low numbers and did not appear to be causing pets any problems. However, researchers say the discovery warrants further investigation and an increased awareness of the clinical signs *S lupi* can cause.

Dr Wright added: "The take home message is vets and nurses need to be very aware, particularly with increasing pet travel and importation of pets and food, of novel parasites they may not be expecting."

In conclusion, the study supported the assumption *Toxocara canis* and *Toxocara cati* were the dominant intestinal nematodes in UK dogs and cats.

As such, the focus of intestinal helminth prophylaxis should remain primarily on *Toxocara* species. However, employing the FLOTAC method would increase the chances of other gastrointestinal nematode infections being diagnosed.

### Reference

Wright I, Stafford K and Coles G (2016). The prevalence of intestinal nematodes in cats and dogs from Lancashire, north-west England, *Journal of Small Animal Practice* 57(8): 393-395.

## RCVS heads to congress

**THE RCVS has announced its planned activity for BVNA Congress this October, including awards, lectures and Practice Standards Scheme (PSS) surgeries.**

Taking place at the Telford International Centre on 7 to 9 October, the college will be talking about the VN Futures project, hosting a PSS awards reception and offering free one-on-one PSS surgeries.

The college said the PSS awards reception on 7 October will pay "special recognition" to the practices already achieving some of the scheme's optional awards, less than a year after launch.

Attendees to the event will be able to enjoy sparkling wine and canapés while hearing about the experiences of three VNs who have led their practices through the PSS and new awards. Free tickets can be reserved online at <https://pssawards.eventbrite.co.uk>

Also on Friday, chairman of VN council Liz Cox and RCVS head of veterinary nursing Julie Dugmore will spearhead the talk "VN Futures – where is the profession headed?", introducing the six main ambitions of the project and its latest developments.

On Sunday, Mrs Cox returns to discuss the importance of VNs being held accountable for their work and, later on, will be joined by winner of 2015's Golden Jubilee Award Dot Creighton to give a talk called "Step up and step out", which the college hopes will encourage delegates to take on a leadership role within the profession.

Meanwhile, throughout congress, RCVS staff will be on stand B8 to answer any questions. To arrange for a one-on-one PSS surgery with lead assessor Pam Mosedale, email [emma.lockley@rcvs.org.uk](mailto:emma.lockley@rcvs.org.uk) or visit the RCVS stand on the day.



## Duo's capital cycle ride

**TWO vets have pedalled 284 miles from London to Paris in aid of The Royal British Legion, raising £2,000.**

Small animal director Robert Dawson and director of clinical services Richard Killen – both of Highcroft Veterinary Referrals in Bristol, which is part of the CVS Group – set off from Greenwich and finished on the Champs-Élysées to complete the British Legion Pedal to Paris event in four days.

Mr Killen said: "By the end, to say our legs were sore would be a serious understatement, but we were determined to finish and were delighted to do so."

## IVC reveals graduate partners

**INDEPENDENT Vetcare (IVC) has announced 10 official partners for its graduate academy 2016-17 support programme.**

Partners have been selected to help continue to build on CPD at the academy, ensuring a balanced programme through a variety of teaching methods. The partners are Bayer, Boehringer Ingelheim, Dechra, Idexx Laboratories, Merial, MSD, PCS, Royal Canin, Vetoquinol and Zoetis.

IVC will be bringing in external specialist speakers to join those from IVC practices to deliver clinical and non-clinical CPD for the two formal year

groups that make up the academy programme. Now in its third year, the academy will welcome up to 60 newly qualified vets into a variety of IVC practices throughout the UK.

Richard Parker, head of HR at IVC, said: "In addition to the 12 days of exceptional CPD organised out of practice, each student receives in-practice clinical coaching, a non-clinical personal mentor and support from an IVC group veterinary advisor with extensive knowledge not only in clinical matters, but also team building and the day-to-day running of a modern practice."

### In brief

#### ■ ARTHRITIS CASE INCREASE:

Research has found the number of cases of arthritis in dogs has risen threefold in as many years. The study of almost 20,000 animals showed the number of dogs affected increased by 312 per cent between 2012 and the end of 2015, and is expected to rise to 369 per cent by the end of 2016. The research, by Animal Friends pet insurance company, also revealed treating the condition can cost owners more than £3,000 a year. Breeds most likely to develop the condition were golden retrievers, followed by Labrador retrievers, greyhounds, boxers and Rottweilers.

#### ■ CORRECTION:

In response to Peter Roeder's letter (page 39), it has come to our attention a sentence in Alan Murphy's article (VT46.36) was incorrectly edited, rather than an error from the author. The sentence should have read: "Rinderpest was officially declared as eradicated by the World Organisation for Animal Health in 2011. Peste des petits ruminants is caused by infection with a closely related *Morbilivirus* and is colloquially described as pseudo-rinderpest." We apologise for any confusion caused.

#### ■ BLACK TIE FUND-RAISER:

The BSAVA east midlands region is organising a masquerade ball in aid of PetSavers. The black tie event will be held at Derbyshire County Cricket Club on 8 October. Organiser and vet Joanne Douglas is appealing for people to buy tickets (at £40) or offer sponsorship if they cannot attend the event, which includes ocean rowing world record holder Leven Brown as guest speaker. Email Joanne at [jkdouglas72@gmail.com](mailto:jkdouglas72@gmail.com)

#### ■ HAMSTER ATTACK:

A hamster that was attacked by a magpie is recovering in RSPCA care. The animal welfare charity was called to reports of the animal being attacked in a garden in Taunton. The quick-thinking caller managed to rescue the rodent and took it to safety until the RSPCA arrived. RSPCA inspector Peter Barton collected the hamster, now named Maggie, and took her to West Hatch Animal Centre.

#### ■ APPOINTMENT:

Ben Jacklin has been appointed equine director of CVS. In this role he will lead the development and further expansion of CVS' equine division, which includes 16 practices, such as the Oaklands Veterinary Centre in North Yorkshire, where he will continue to operate as consultant surgeon. He reports to Karyn MacKenzie, director of CVS' practice division.

#### ■ WRITE FOR US:

*Veterinary Times* is looking for authors and articles for publication in your weekly journal. An author fee is payable for any article we publish. If you are interested, contact Jackie Morrison at [jackiemorrison@vbd.co.uk](mailto:jackiemorrison@vbd.co.uk)

January 16, 2017

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

## Is restriction in wider interest of profession?

Dear editor,

The defamatory letter from the politically motivated, so-called Campaign for Rational Veterinary Medicine (CRVM) naming and disparaging me (19 December issue) is wholly consistent with the cherry-picked "facts" and lies it presents as truth to the veterinary profession and the public regarding homeopathy and other complementary and alternative medicine (CAM) practices it is lobbying the RCVS to ban.

Regarding my case, without accepting any admission of guilt in any way, I agreed to modify my website in line with a previously made offer to negotiate seven months prior. I agreed to make the wording clearer and accentuate the distinction between my veterinary work as an MRCVS and my human practice as a complementary practitioner. There was no disciplinary hearing. I was not found guilty of anything and I have complied with my undertaking.

I do not know on what basis the CRVM thinks it has the authority to speak on behalf of the RCVS in the present tense regarding my website, my treatments or any of the products I use. I do not remember any voting opportunity for the veterinary profession to install the CRVM as self-determining thought police and/or enforcers. To suggest I would knowingly compromise the welfare of animals under my care flies in the face of 20 years of evidence to the contrary, as the testimonials on my website they chose to ignore bear witness to. None of the CRVM's members know me or have ever shown any genuine interest in finding out more about what I use and how I work, preferring to base their opinions on their own bias and flawed assessments.

Contrary to what the CRVM is telling the profession and the public that homeopathy has been "categorically proven not to work", a peer-reviewed paper published in *Veterinary Record* has found 54 per cent of 52 (n= 28) farm animal trials from 1981 to 2014 were in favour of homeopathy, with 26 trials showing a significantly higher efficacy of the homeopathic remedy in comparison to a control group (Doehring and Sundrum, 2016). The study concluded that "promising clinical trials should be repeated as double-blind randomised controlled trials, and their results confirmed on farm level". Did the CRVM forget to look at these 23 years of trials or were they deliberately omitted just because they don't fit in with their declared political agenda?

I will give the benefit of the doubt to the RCVS regarding its November statement regarding the review of CAM. I presume it will be bringing its statement in line with the EU directive and UK law that promotes use of homeopathy, phytotherapy and other similar practices in preference to synthetic chemicals, wherever appropriate, on organic farms, to encourage further study and inclusion of such modalities within current veterinary curricula. This should ensure future graduates are capable of fulfilling their legal obligation on organic farms that recent graduates can not.

Looking at the CRVM leaders themselves, one is an American vet (DVM not MRCVS, to my knowledge), who was one of an equivalent group in the US that failed by a vote of 92 per cent to 8 per cent to get homeopathy banned there. I'm not sure on what basis he thinks he has any right to tell me or anybody else what I/we can do or use here in the UK? A similar attempt to ban homeopathy in Australia failed. Does the CRVM somehow think homeopathy works differently in the UK?

At least one other describes himself as an expert witness for evidence-based medicine (EBM). Perhaps he would like to remove this description, although maybe promotion would be more appropriate when considering the words of Richard Horton, editor of *The Lancet*, who described EBM thus in 2000: "The mistake, of course, is to have thought that peer review was any more than a crude means of discovering the acceptability – not the validity – of a new finding. Editors and scientists alike insist on the pivotal importance of peer review. We portray peer review to the public as a quasi-sacred process that helps to make science our most objective truth teller. But we know that the system of peer review is biased, unjust, unaccountable, incomplete, easily fixed, often insulting, usually ignorant, occasionally foolish, and frequently wrong [Horton, 2000]."

More recently, he said: "The case against science is straightforward: much of the scientific literature, perhaps half, may simply be untrue. Afflicted by studies with small sample sizes, tiny effects, invalid exploratory analyses, and flagrant conflicts of interest, together with an obsession for pursuing fashionable trends of dubious importance, science has taken a turn towards darkness [Horton, 2015]."

Dr Horton is not alone in his condemnation of EBM and external influences in the medical professions. Marcia Angell, a physician and long time editor-in-chief of *The New England Journal of Medicine*, which is considered to be another of the most prestigious peer-reviewed medical journals in the world, makes her view of the subject quite plain: "It is simply no longer possible to believe much of the clinical research that is published, or to rely on the judgement of trusted physicians or authoritative medical guidelines. I take no pleasure in this conclusion, which I reached slowly and reluctantly over my two decades as an editor of *The New England Journal of Medicine* [Angell, 2009]."

When insulting my intelligence, professional training and ability to judge what treatment is appropriate, there is also an inherent judgement against owners regarding their ability to assess and make judgements for their animals. It is a dangerous course to steer for the profession to insult and underestimate those who pay the bills.

When some within the RCVS and the CRVM are expounding the virtues of EBM to the exclusion of all else, I cannot help but wonder to what end? I leave it up to readers to decide to what extent Arnold Seymour Relman (1923-2014), Harvard professor of medicine and former editor-in-chief of *The New England Journal of Medicine*, was right when he said: "The medical profession is being bought by the pharmaceutical industry, not only in terms of the practice of medicine, but also in terms of teaching and research. The academic institutions of this country are allowing themselves to be the paid agents of the pharmaceutical industry. I think it's disgraceful."

I don't expect the rest of the profession to suddenly adopt what I or others do, and change from what they find works for them. Likewise, don't be dissuaded from finding something better, however different. I would ask you consider whether restricting what a professional is allowed to use, when there is no evidence of any harm being done, is in the wider interest. Bear in mind, before supporting professional restrictions, how much of what routinely goes on in veterinary practice has little or questionable evidence behind it, or emerging evidence that something currently routine has longer-term adverse implications.

Removing the right of excellent clinicians to use whatever they determine is in their patients' best interest, whether it is homeopathy or other CAM modalities, could be the thin end of the wedge that results in the transition of vets from being professionals

to technicians, dictated to by those with vested interests who'd rather you weren't told the full truth. Please support the right to remain a professional with the right to choose.

Yours faithfully,

**ROGER MEACOCK**, BVSc, MRCVS,  
Natural Healing Solutions, 8 Woodbine Close, Branston,  
Burton upon Trent, Staffordshire DE14 3FF.

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Horton R (2000). Genetically modified food: consternation, confusion and crack-up, *Med J Aust* 172(4): 148-149.  
Horton R (2105). Offline: What is medicine's 5 sigma?, *Lancet* 385(9,976): 1,380.

**Editor's note:** Regarding the letter on 19 December, Mr Meacock would like us to point out to readers he agreed to make the wording on his website clearer and he says he has complied with his undertaking negotiated with the RCVS. He feels the letter from the CRVM suggested that the RCVS is not happy with his website in its present modified format, but he would like to point out his assertion that he has complied with his undertaking. We are happy to do this.

**veterinary Times**

**veterinary business development**

ISSN 1352-9374

Veterinary Times is published 50 times per year and is sent free to selected veterinary professionals. Readers should note Veterinary Times is not peer reviewed, and the views expressed in the publication are not necessarily those of the editor or publisher.

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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.

Veterinary Business Development Ltd, Olympus House, Werrington Centre, Peterborough PE4 6NA

Average net circulation Jan-Dec 2015 **19,794**



## Join the discussion

### Jane Davidson (@JaneRVN) talks VN recruitment and whether adverts send the right message.



Laura Jeffery

I called several ads when looking for a job, asking what the salary would be as there's no point applying for a job that won't cover your bills. Some said it depended on experience and would need my CV before negotiating salary. Needless to say, I didn't bother.

## Jo Hinde

It's frustrating to see very childish adverts. They would never dream to recruit for a vet in that way. Until our profession respects us more, how can we expect the wider world to?

## Jane Rvn

I see many vet adverts very similar. Maybe less chocolate and more toys, but the same attitude. It needs to change.

## Liz Marks

Spot on, Jane. The chocolate adverts make me cringe. If I want toys, I go to Smyths. But do I want to understand the salary, working hours and extra benefits? Yes please – and isn't that just basic in other industries?

## Becky White

Potential for flexibility in hours as well. As a parent with limited outside help for childcare, this has been a stumbling block.

## Kersty Ellis

Hear hear! About time someone said it! Well done, Jane!

## Cheryl Mason

Well said, thank you. Job adverts that mention a potential employer supplies cakes once a week makes it sound like nurses are easily pleased, despite low pay and other compromised working conditions. I laugh when I see this.

## Anna Ridout

Location – so many adverts that don't say where the heck the practice is. Hours and duties are very important. If you only want established staff to do ops and the new nurse to do consults all day, please say so. Otherwise, we don't find out until the interview. Last, but not least, saying "competitive salary" or "over minimum wage" makes us think it's not competitive or enticing enough and 1p per hour above the minimum. Be honest about the salary and make it a damn good one. People make an effort and give you more if you pay them well, particularly if they can get more out of life with their wage.

Read Jane's blog at [vettimes.co.uk/?p=138936](http://vettimes.co.uk/?p=138936)



Ali Devonshire – @AlidevonRVN

First impressions count. How your practice sounds in a job ad is where it all starts.

## Inkie – @Cookiiedivine

The chocolate thing is patronising/demeaning. Do you want a nurse there for that more than patient care?

## Jane RVN – @JaneRVN

Great mental image of nurses troughing sweets while animals miss getting meds. And am I uptight by thinking the ads portray a female stereotype?

## Inkie – @Cookiiedivine

Very much so. And in an industry sadly short of male nurses, it's not encouraging them either.

## vetnursehchirp – @vetnursehchirp

I can't bear them. But, for the record, I can trough sweets and see to my patients' needs. #multitasking 🙄

## Jane RVN – @JaneRVN

As a skill, that was never in question. 🙄🙄🙄 But it is better to clarify.

## Deborah Stafford – @vet\_that\_tweets

Thanks all, very useful info (especially when recruiting).

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