

9.30am - 5.30pm

Every veterinary professional dedicates their career to ensuring the health and welfare of animals committed to their care, but what does this mean for the modern vet?

Apart from treating animals, vets are increasingly being expected to use their position as trusted, respected professionals to guide the behaviour of those who own and manage animals.

This year's Discussion Forum will delve deeper into this topic and explore what it might take for the veterinary profession to fulfil this ambition.

## VETed Talk

Taking veterinary ethics to the next level

**Professor Thomas Blaha, President of the German Veterinary Association for Animal Welfare (TVT)**

The human/animal relationship is changing, bringing new dynamics to animal welfare and challenging the identity of the veterinary profession.

Professor Blaha will be talking about his experience in developing an Ethics-Codex which aims to unify the profession in Germany under a self-prescribed highest standard for ethically correct decisions in all fields of veterinary medicine.

## The Big Debate

Is insurance compromising quality of life?

**Chaired by Angela Smith MP**

- Sarah Wolfensohn, Professor of Animal Welfare at Surrey University
- Simon Wheeler, CEO of Agria Pet Insurance
- Stuart Carmichael, Director at Joint Adventures Ltd and Professor of Veterinary Sciences at Surrey University

Quality of life should always be the top priority for owners, vets and insurance providers, but with many clients now expecting human standard healthcare for their pets, assessing and meeting this standard can be eclipsed by conflicting demands and opinions.

This ambitious session will explore ways of assessing quality of life and how such a measurement might be used to balance the needs of client, vet and insurer in favour of better animal welfare.

## Q & A

How can we influence client behaviour for best welfare?

**Chaired by Simon Doherty, BVA Junior Vice President and AWF Trustee**

- Toby Park, Behavioural Insights Team
- Tony Barnett, Professor Social Sciences of Infectious Diseases, Department of Global Health & Development, London School of Hygiene and Tropical Medicine
- Roly Owers, Equine Sector Council and World Horse Welfare

Animal welfare and wellbeing is in the hands of all those who own and care for them. Owners, for the most part, want to do the best for their animals, but how can we ensure they are implementing the right "best"? And where there are conflicting views, how can we guide them in the right direction, especially in challenging situations?

Most animals will benefit from expert veterinary knowledge over the course of their lives, but this session will challenge delegates to view their own work critically and assess what behaviours veterinary professionals may be able to change in order to improve welfare.

This Q&A session gives delegates the chance to explore innovative methods of influencing human behaviour and quiz the experts and vets working on how to practically achieve change in in this field.

## The Future of Animal Welfare

AWF Research updates

**Chaired by Dr. Pete Goddard, Honorary Fellow at the James Hutton Institute**

- Alison Bard, Research Associate, University of Bristol School of Veterinary Sciences
- Student research grant recipients

Following on from last year's most popular session we are presenting further exciting updates on one of AWF's most influential projects; improving dairy cattle welfare through motivational interviewing.

In addition to this our student grant recipients will be presenting posters from their summer research projects funded by AWF. With a huge range of topics, from Rhinos to Tesco's, these talks are an inspiring first step which can inform and direct future welfare research.

## Practice Practicals

How practice management strategies can benefit animal welfare

**Chaired by Dr. Pete Goddard, Honorary Fellow at the James Hutton Institute**

- Sean Wensley, Senior Veterinary Surgeon for Communication and Education, PDSA
- Stephanie Writer-Davies, Past President, Society of Practising Veterinary Surgeons (SPVS)

In an ideal world prospective animal owners would visit a veterinary practice for advice before making the decision to take on a new animal. But with many practices not marketing themselves at potential animal owners, a lot of future clients don't identify veterinary practices as a source of support and advice prior to purchase.

Taking the new PDSA 'Which Pet?' consultation framework as an example, we will look at the idea of Pre-Purchase Clinics to help the veterinary practice team educate prospective owners. Our speaker from SPVS will look at how expanding the remit of veterinary practices to include a broader audience could work in practice and the benefits it could have for both animal welfare and good business.