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.

**Professionals’ Discussion**

**The Human/Animal Relationship**

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

**Quality of Life**

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.

**Innovative Methods**

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 this field.

**Animal Welfare Foundation (AWF)**

The discussion forum will be followed by a reception at the House of Commons hosted jointly by AWF and BVA at the invitation of Neil Parish MP sponsored by Simply Health Professionals.