



Public awareness project

January 2022

We have evidence the membership want us to increase public awareness on the value of vets



Where are we now?



Broad concepts developed and approved by the AVA Board



Internal stakeholder engagement from the volunteer base to ensure membership needs are met



Refinement of strategy and development of the operational plan



Broad Concepts

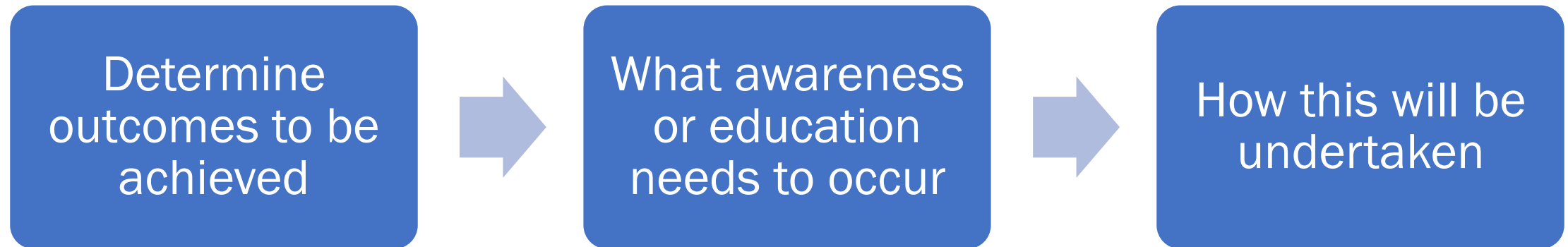
- Broad concepts around what a public awareness project should set out to achieve was presented and approved by the Board in late 2021
 - These concepts were informed by
 - Member research
 - Internal feedback



Broad concepts



Process for development broad concept



Outcomes to be achieved

1. The community voices to government and industry that social license of animal use can only be maintained when there is involvement of the veterinary profession as the profession are regulated leaders in animal health and welfare.
2. Community awareness of how the veterinary profession intersects with their lives and allows the quality of life to be maintained and improved. (one health preventative and protective factors).
Thereby maintaining and improving value of the veterinary profession
3. Community awareness that in order for the veterinary profession to serve it must thrive.



What awareness or education needs to occur.

- Reaffirm that vets are regulated as the knowledge leaders in the area of animal health and welfare (maintain value)
- The diverse ways that veterinarians positively impact the community and the value of vets.
 - Breadth (diversity of disciplines) and depth (direct and indirect impact of animal health)
- For the profession to look after the community's animals the profession needs to be thriving and looking after its health and wellbeing.



How will we do this?

- Reaffirm that we are the regulated knowledge leaders in the area of animal health and welfare (maintain value)
 - Continue to provide evidence based, accurate – translational information to the community
- The diverse ways that veterinarians positively impact the community.
 - Public awareness campaign from the community's perspective
- To look after the community's animals we need to ensure we are thriving – and need to look after ourselves and be supported
 - Public awareness campaign to educate the community as to what this means



Feedback point

- Please comment on
 - The outcomes
 - Education or awareness that needs to occur
 - How this will be achieved



Reaffirming vets are the knowledge leaders in the area of animal health and welfare (maintain value) - Key principles



- We need to ensure that we utilise numerous community facing communication channels and messaging is consistent. These communication channels include
 - Consumer website that is consumer engaging to encourage repeat traffic and develop a large audience (VetVoice). This will include a signup mechanism to develop a community database.
 - A strong social media presence that is community facing only, rather than shared with membership
 - Earned media



Reaffirming vets are the knowledge leaders in the area of animal health and welfare (maintain value) - Broad overview



- The current VetVoice website needs to be modified to be consumer engaging to encourage repeat traffic and develop a larger audience. There needs to be strategic development of content and a coordinated amplification through other communication channels. This will assist in increasing earned media.
- With the development of a larger audience with repeat traffic, this will have the benefit of being able to sell increased advertising space which will increase revenue to the organisation.



Feedback point

Thinking about the members your committee represents, what are the top three subjects

Vet Voice should focus on?



Demonstrating the diverse ways that veterinarians positively impact the community and the value of vets. - Key Principles of the pilot campaign.



“grateful for our vets”

- central to this campaign
 - **Grateful** –definition - feeling or showing an appreciation for something done or received. Contemporary
 - **Our** – this is to speak to community, its an inclusive term.
- Contemporary, inclusive and allows us to showcase diversity





Demonstrating the diverse ways that veterinarians positively impact the community and the value of vets. - Broad overview

- Social media campaign
 - Awareness
 - Develop AVA resources
 - Develop member resources so the profession amplifies the message
 - Community engagement
 - Personalise it “ grateful for my -----, grateful for Dr ----- at -----vet”
 - Facebook profile templates
 - Ideally then moving to call to action
 - Suggesting ways the community can show gratitude
 - Reviews
 - Pet insurance
 - Voice of support to industry and govt



Feedback point

Please comment on the pilot campaign to demonstrate the diverse ways that veterinarians positively impact the community and the value of vets



Educating the community that in order to look after the community's animals, the veterinary profession needs to ensure it is thriving - Broad overview



- We need to ensure that we utilise numerous community facing communication channels and messaging is consistent. These communication channels include
 - A strong social media presence that is community facing and is amplified by the profession
 - Earned media
 - Content on the consumer website to demonstrate the benefit of a thriving profession to the community.



Feedback point

Please comment on the importance of educating the community that in order to look after the community's animals, the veterinary profession needs to ensure it is thriving.



Next steps

- Feedback will be collated until the end of March 2022 and broad themes identified
- Summary document will be provided to committees and membership
- The feedback will refine the strategy and inform the operational plan

