



Breed Specific  
Health  
Strategies -  
Theme  
Presentation

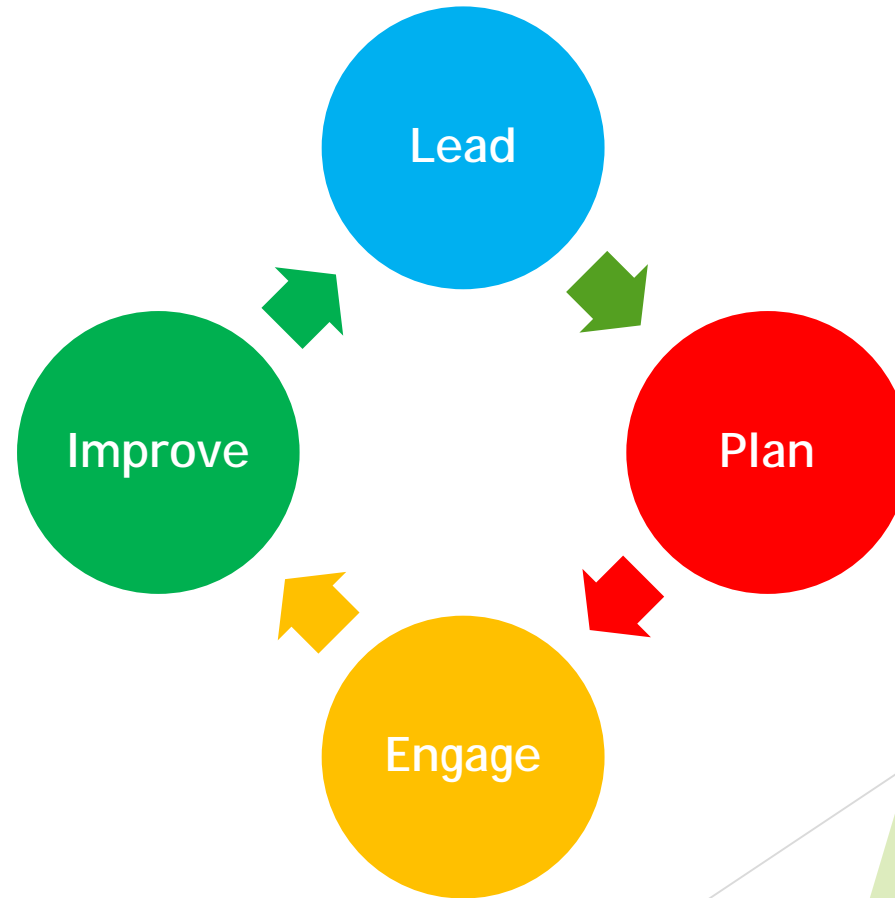
Saturday 1<sup>st</sup> June 2019

# Our key activities

- ▶ Confirming what we mean by a breed health strategy, by reference to currently available examples
- ▶ Defining Health Strategy Providers and understanding the landscape of those providing direction, challenge and regulation (e.g governments, KCs, campaigners, breed clubs, vets)
- ▶ Understanding the challenges facing breed clubs, such as how to get started with a breed strategy, how to maintain momentum and how to accelerate progress
- ▶ The role of Kennel Clubs in the wider context (national and international), such as advocating for breeds, influencing legislation and providing resources for clubs and breeders
- ▶ Identifying and sharing currently available resources and tools to address these issues
- ▶ Identifying gaps in current capabilities (approaches, resources, tools) and how these might be addressed
- ▶ Viewing a demonstration of the IPFD's new Health Strategies Database

# What we mean by a Breed Health Strategy

- ▶ A strategy is an Action Plan with a Rationale
- ▶ Refer to examples in [dogwellnet.com](http://dogwellnet.com) created post-IDHW4 (RAS, JTO, BHCP)
- ▶ Refer to generic template for a BSHS
- ▶ The strategy development and implementation process is a cycle:



# The Irish Wolfhound Database

- ▶ Per Arne Flatberg presented the Irish Wolfhound Database
- ▶ International pedigree database
- ▶ Near complete registry of all registered Irish Wolfhounds ever
- ▶ Free and open for all
- ▶ Provides research tools - gives breed bodies base population facts
- ▶ Tracks longevity (More than 7,500 hounds)
- ▶ Complete pedigree mappings back to the founders
- ▶ Provides access for researchers - linking the breed and research communities

# The challenges facing breed clubs and how to get started

## Challenges

- ▶ Transparency and trust
  - ▶ Sharing of data and publication
  - ▶ Cognitive dissonance in breeds
  - ▶ Exposure and shame
- ▶ Lack of resources
  - ▶ Communications between stakeholders
  - ▶ Data input and analysis
  - ▶ Personnel restrictions
- ▶ Lack of Breed Club influence
  - ▶ Reduced membership

## Solutions

- ▶ Method of approach to breeders/owners
  - ▶ Publication en masse
  - ▶ Careful wording, preventing breeders feeling attacked
- ▶ Pooling resources between stakeholders
- ▶ Awareness of templates available for BSHS
- ▶ Transfer of ownership and subsidisation/ free Breed Club membership
  - ▶ Using the Kennel Clubs to target non-breed club members
- ▶ Remaining motivated in the face of apathy

# How to engage breeders

## Challenges

1. Lack of knowledge and understanding
2. Too many requirements, unachievable
3. Don't feel responsibility for overall breed health

## Solutions

1. Data collection and remaining open and transparent  
Information - education and encouragement  
Use of all media outputs
  - ▶ Seminars
  - ▶ Magazines/ newsletters
  - ▶ Online groups and web pages
2. Involve all stakeholders and prioritise achievable goals
3. Incentives and awards for breeders  
Customer awareness and demand, know to look for a healthy dog  
Breed Club support to engaged and compliant breeders

# How to measure the impact of strategies and actions

## Challenges

- ▶ Choice of metrics
- ▶ Data collection - quality and quantity, a compromise between collection and validation
- ▶ Potential bias of data and irrelevant or missing data
- ▶ Collaboration between stakeholders
- ▶ Long term engagement
- ▶ Puppy buyer choices and behaviour

## Solutions

- ▶ Define manageable numbers at the creation of strategy
- ▶ Legal framework (where applicable) and incentives to encourage breeders to engage
- ▶ Awareness of gaps in data
  - ▶ potential to use statistical analysis and complete data
  - ▶ Create framework of equivalent comparisons (e.g. across different testing schemes)
- ▶ Collaborative initiatives e.g. IDHW 2019
- ▶ Feedback of results between stakeholders
- ▶ Educational website hits measurements

# Breed strategies landscape

## ❖ Kennel clubs

- ▶ Very diverse situations (structure, governance, influence)
- ▶ Roles :  
Facilitator of cooperation and education  
Provide data → transparency  
Provide frameworks and overview to health schemes
- ▶ Limits :  
Difficult to work together internationally  
Release of data have commercial, privacy, reputational impact on breeders

## ❖ Breed clubs

- ▶ Roles :  
Key role in the strategy  
Have to implement the strategy  
Guidance and education
- ▶ Limit : Very dependent on the available people
- ▶ Role of an international breed club ?



# Breed strategies landscape

## ❖ Governments

- ▶ Welfare laws

- ▶ **Limits :**

Legislation as a livestock species

Set minimum standards and boundaries

Breed-specificities?

## ❖ Animal welfare campaigners

- ▶ Keep the debate focused

→ Good : motivates the action

→ Bad : we forget about all the other problems

- ▶ **Limits :**

They have purpose as long as there is a problem.

## ❖ Veterinarians

- ▶ Lack of breed-specific knowledge

▶ How can we help them better understand our world ?

▶ **Limit : We expect more from them but is it their role ?**

## ❖ Researchers :

Need data owned by the dog world

→ more cooperation in research → win-win situation : data and money <-> results

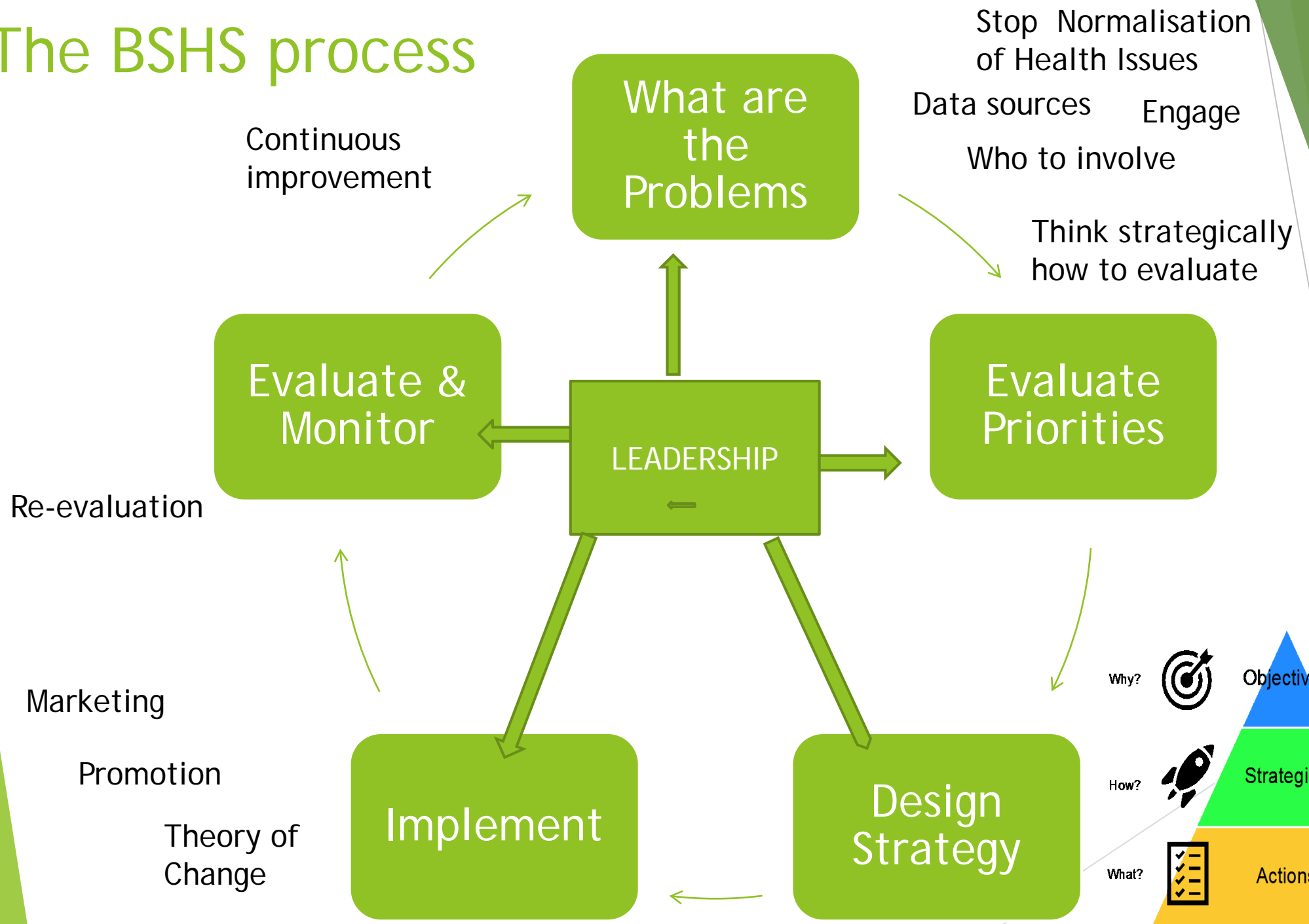
## ❖ Other stakeholders

- ▶ Public need more awareness

▶ Marketing and communication are needed

**Reach out to the larger community**

# The BSHS process



# How we felt at the end of Day 1



# Actions and priorities agreed by the group

## 3-4 Months

- Need on landscape overview of how Breed clubs + KCs working in each countries + mapping (Ian + Gregoire)  
-> involve FCI breeding commission (Laura)
- Keep this group in contact (DogWellNet forum)
- Collate list of bright ideas (e.g. Google advertisement) (Ian)

## 5-18 Months

- Get to the next generation of vets (use AKC example)
- Build formally the detail of the BSHS implementation cycle + tools/resources link
- Tactics for engaging people outside small breed communities
- Investigating lessons learned from other species (Gregoire)

# Personal commitments to action

## What personal actions to you intend to take as a result of this workshop?

Participate to the consolidation of a more formal toolbox

I will make, together with the breed clubs, around 11 bhs for the brachy breeds in the Netherlands

The bhs in the brachy breeds needs to be ready in around three weeks

evaluating the steps we took before and use the new knowledge to improve

Inform my colleagues that 'it' is also on the international agenda. Better to work together than work alone (from your ivory tower).

Review our templates and guidelines. How can we make the working process easier for our breed clubs? And how can we make the breed specific breeding strategies easy to read and understand for new breeders and potential buyers?

try to engage our kennel club to adopt a framework for breed health strategies.

Work to initiate change, & co-operation ..& less national "naval staring"

Try to engage members of my breed club to start the process of developing a breed health strategies.

Encourage sharing of information between veterinary specialists and breed clubs (British College of Veterinary Specialists)

