



Widening Research Dissemination

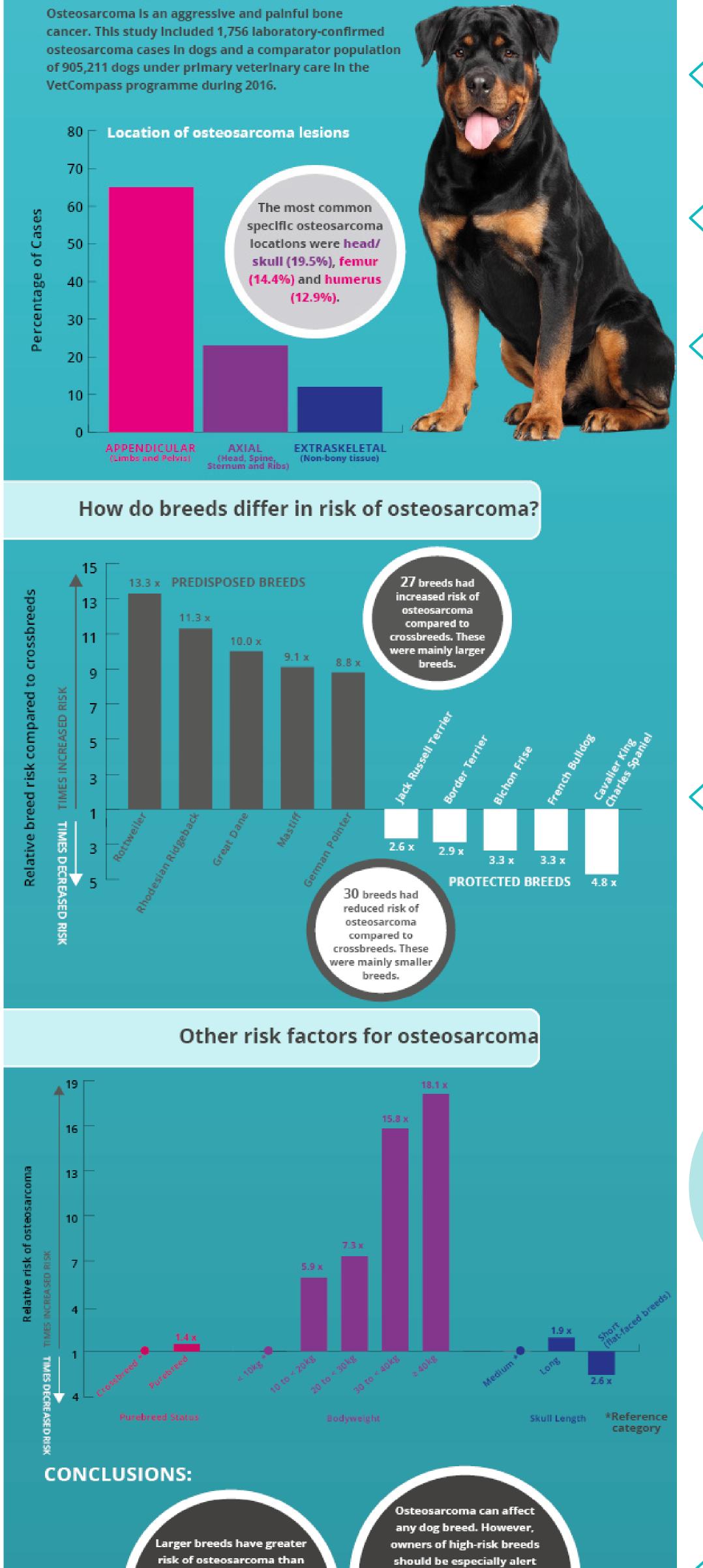
C. Pegram, D. Brodbelt, D. Chuch, N. Kennedy, D. G. O'Neill

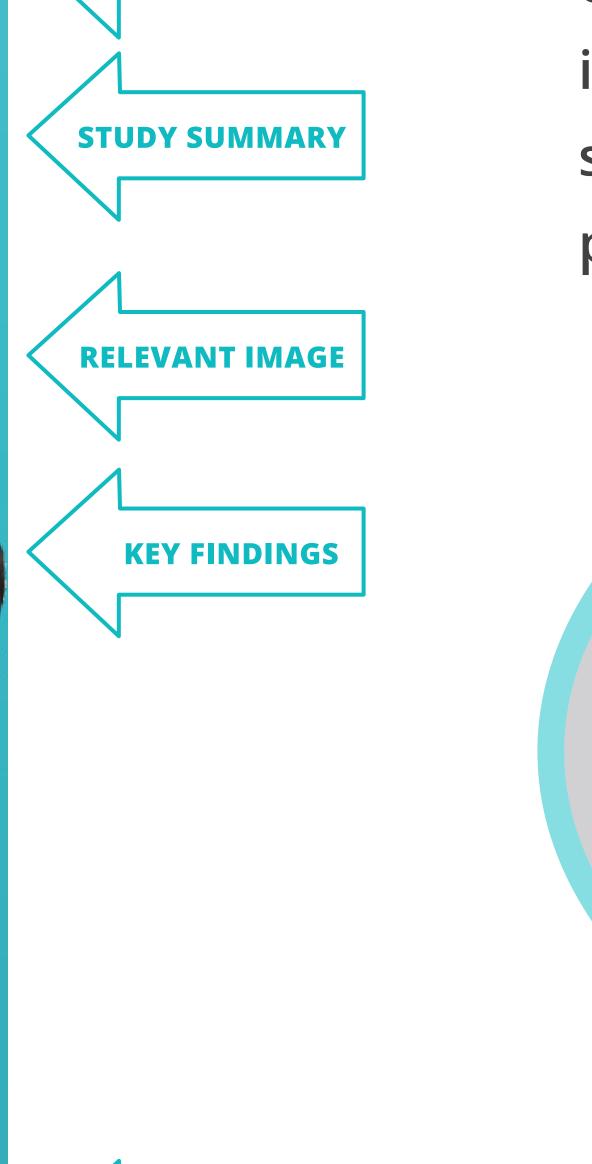
Epidemiological facts alone don't change animal welfare; a limiting factor is often dissemination strategies.

VetCompass[™] aims to package epidemiological findings in to palatable formats and share these widely.



To widen the reach of VetCompass information even further, we aimed to produce owner-friendly





infographics based on published papers. These are shared on the VetCompass website, social media platforms and are freely available to download.

Other than infographics, dissemination strategies for these findings and recommendations often include:

- 1. General and veterinary-specific press releases
- 2. Radio and other media interviews
- 3. Social media posts
- 4. Onward sharing by partners such as the Kennel Club or British Veterinary Association

GRAPHICAL DATA

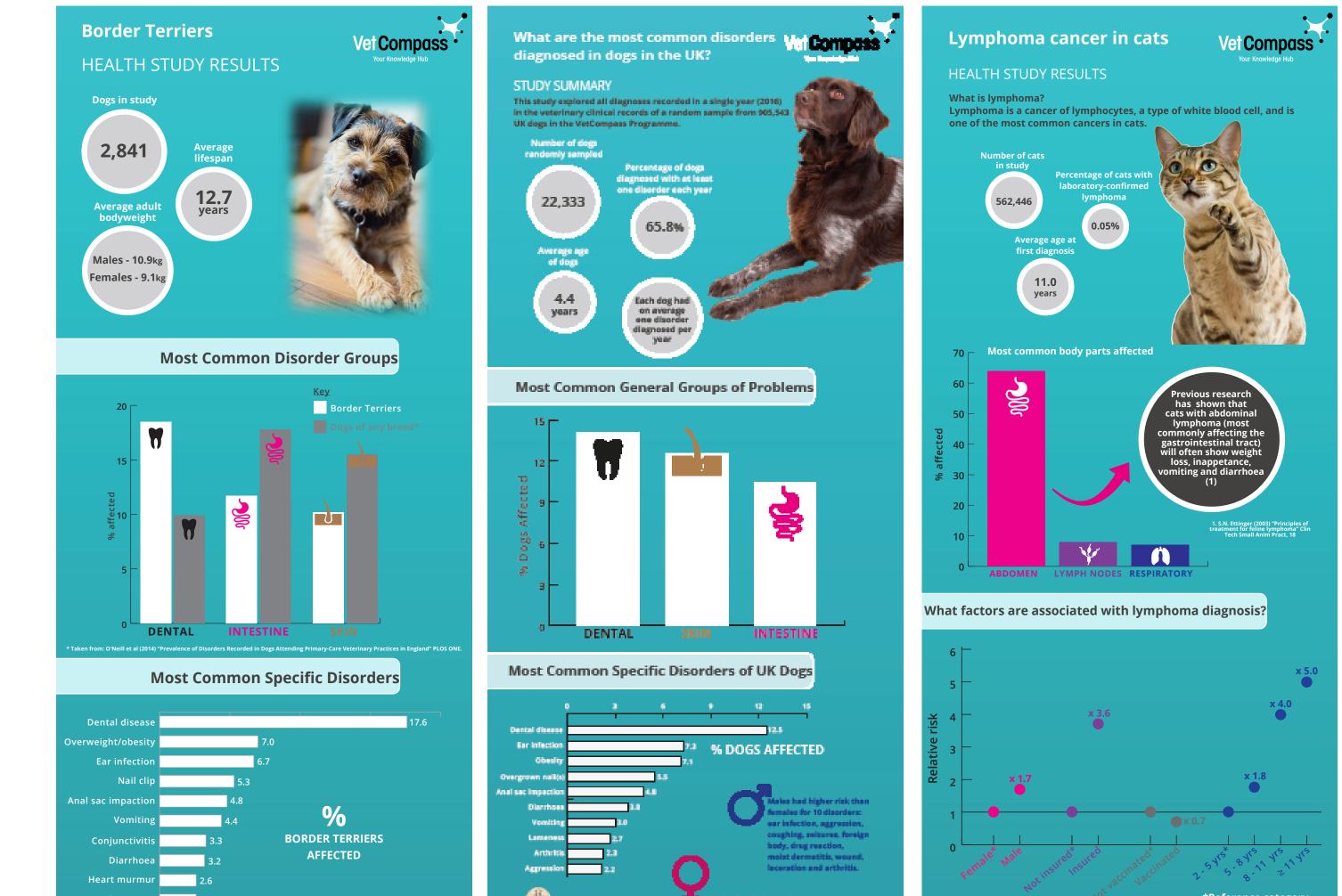
Papers open

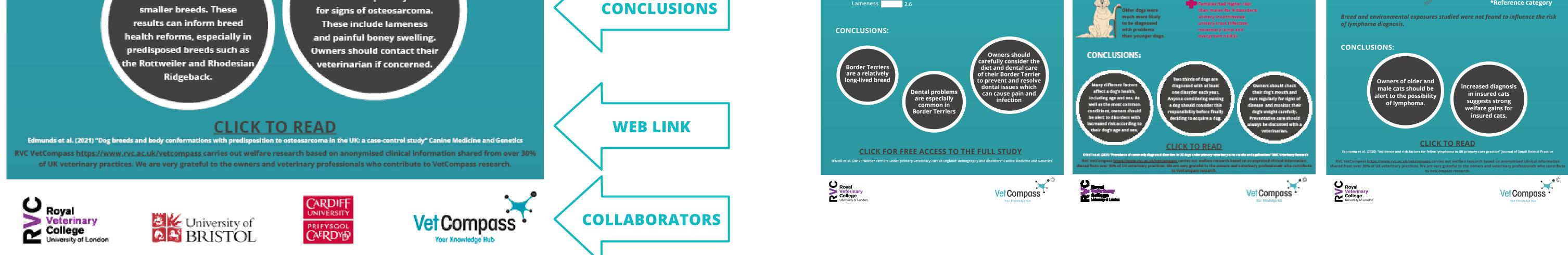
access to reduce

information

sharing barriers.

THE REPRODUCIBILITY - the same infographic format is used for each VetCompass publication





References:

1. Dog breeds and body conformations with predispositions to osteosarcoma in the UK: a case-control study. Edmunds G, Smalley MJ, Beck S, Errington J, Gould S, Winter H, Brodbelt DC and O'Neill DG (2021). Canine Medicine and Genetics. 2. Border Terriers under primary veterinary care in England: demography and disorders. O'Neill DG, Darwent EC, Church DB and Brodbelt DC (2017). Canine Medicine and Genetics.

3. Prevalence of commonly diagnosed disorders in UK dogs under primary veterinary care: results and applications. O'Neill DG, James H, Brodbelt DC, Church DB and Pegram C (2021). BMC Veterinary Research.

4. Incidence and risk factors for feline lymphoma in UK primary-care practice. Economu L, Stell A, O'Neill DG, Schofield I, Stevens K and Brodbelt DB (2020). Journal of Small Animal Practice.



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