

Moving From Research to Real World Impact

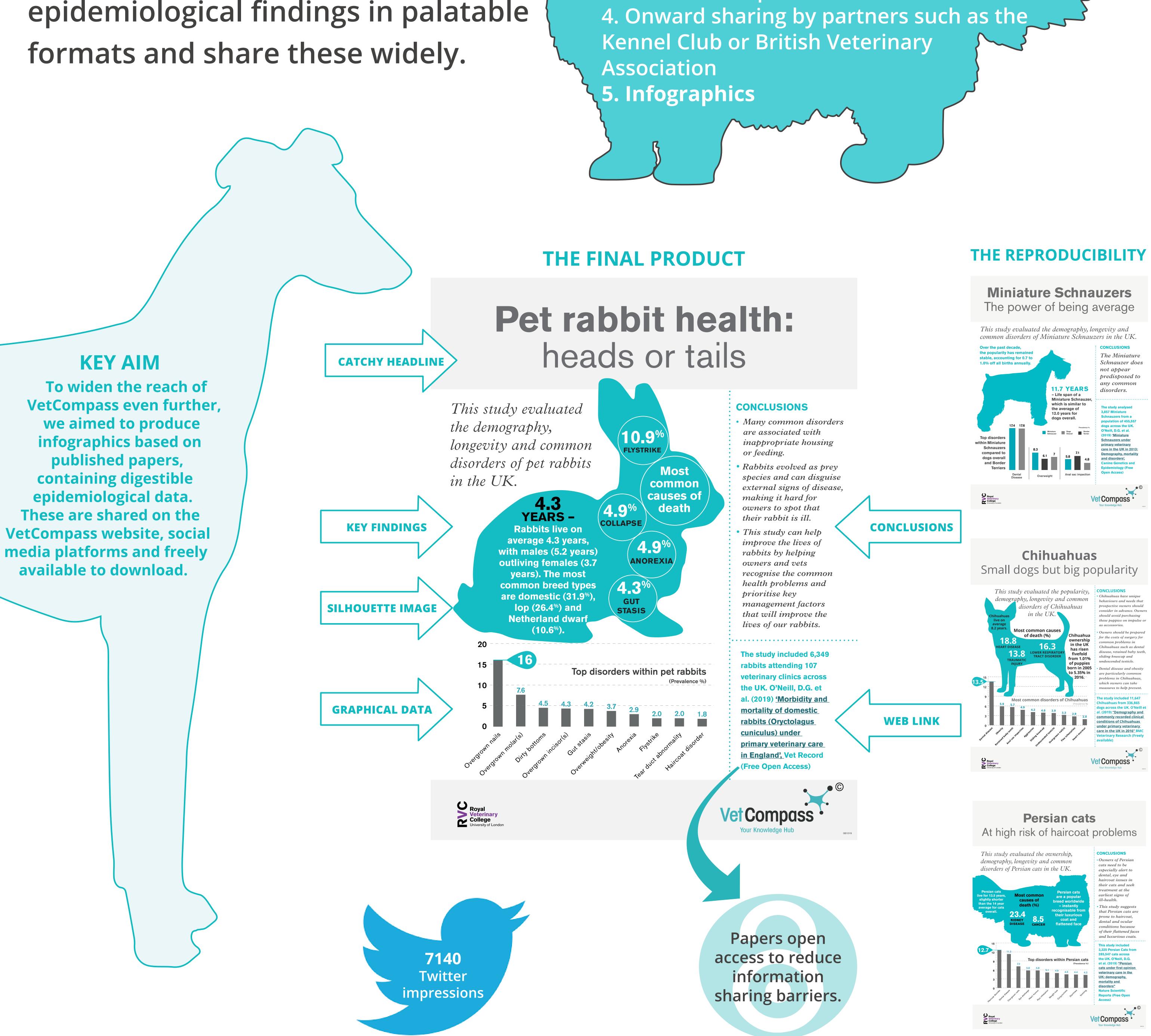


C. Pegram, D. Brodbelt, D. Chuch, N. Kennedy, D. G. O'Neill

Epidemiology alone doesn't change animal welfare; a limiting factor is often dissemination strategies. VetCompassTM aims to package epidemiological findings in palatable formats and share these widely.

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



We acknowledge Prit Parmar (RVC) for his assistance in the infographic design and development

References:

1. Morbidity and mortality of domestic rabbits (Oryctolagus cuniculus) under primary veterinary care in England. O'Neill, D. G., Craven, H. C., Brodbelt, D. C., Church, D. B. & Hedley J. (2019) Vet Record.





