

IPFD 4th International Dog Health Workshop (IDHW): Outline for Participants

General Goals and Outcomes - all Themes:

By the conclusion of the 4th IDHW participants should leave with a clear sense of key decisions on priorities / needs within the theme; remaining gaps/ challenges/ controversies; List of specific tasks/ actions to be undertaken over the next two years, by whom; and a clear understanding of how they, personally, will help achieve the desired outcomes.

Please see: [4th International Dog Health Workshop Pre-meeting Resources](#) including:

- current overview of entire workshop; schedule; speakers list and poster invite, as well as,
- page for each theme with links to more resources.

.... Please note this is still evolving... check for new updates until the workshop...

Exaggerations and Extremes in Dog Conformation/Education and Communication

- **Working Group Coordinator(s):** Åke Hedhammar, Sweden; Monique Megans, Netherlands
- **Resource persons:** Tamzin Furtado, UK (Human Behaviour Change for Animals (HBCA)); attendees.
- **Facilitator:** Åke Hedhammar; Sweden
- **Note Taker:** Lotta Olson, Sweden

Context for the theme:

Because of the prominence of these issues in the media and among our stakeholders as well as significant welfare effects we are once more focusing on Brachys and especially the Brachycephalic Airway Obstructive Syndrome (BOAS). Despite the magnitude of attention, the awareness across several stakeholder groups, and many actions taken – we have seemingly failed, so far, to noticeably impact the health status in many brachycephalic breeds. There has certainly been a failure to impact the public perception of and desire for healthy dogs/brachycephalics.

We are still seeing extreme dogs on the street, in veterinary facilities and in show rings. In spite of increased activities, position statements, etc. from various stakeholder groups, there remains a lack of engagement/ resistance from others. With incomplete knowledge, it remains a challenge to know the source of all these dogs and to make a change in how breeding stock is selected in these breeds. Selection for and prevalence of healthy brachycephalic dogs continues to be a prime welfare issue to handle.

Key activities for this theme include identifying:

- why progress has been limited? Have we built in outcomes monitoring so that we will know IF we are having desired effect?
- gaps in effective efforts at education and communication to and between stakeholders
- priorities for actions to be taken, e.g.:
 - to prevent the media and marketing from promoting exaggerated features
 - to change the public perception of a “nice/desirable dog”
 - to have buyers of puppies not to choose the extreme
 - to influence the breeders not to choose the extreme for breeding
 - to involve breed clubs in a change towards less exaggerated breeding stock

- to increase the show judges' awareness, not only of their responsibility re dogs shown to them but the entire population by rewarding less exaggerated individuals at dog shows
- to have judges follow recommendations of breed clubs, kennel clubs and the standards to not award extreme dogs
- to have FCI, AKC and the KC to make necessary changes in breed standards that might be misinterpreted and, especially, how to make sure that judges interpret the breed standards
- to further involve the veterinary profession in collaborative efforts
- to gather epidemiological data
- focus on communication between stakeholders... identify opportunities for collaboration, or at least parallel actions.
- to promote research efforts that support practical change

Organisation of Breakout Sessions:

- Breakouts: 15:00-18:00 on Friday and 8:15-10:45 on Saturday morning.
- Reporting/ sharing from breakouts is from 10:45-12:45 on Saturday.
 - This will include both priorities, gaps and action plans
- Focus on participation and contributions from all attendees

Focus for each Breakout Session (tentative):

1. 15:00-15:50 – Friday

- *Who's in the group and what they would like to focus on (based on information provided in advance)?*
- *How bad is the situation? Are we able to measure success/failure?*
- *Why isn't it improving at the rate and to the extent we might have hoped?*
- *Making priorities: Out of the topics and stakeholders indicated above – which are we most in the position to implement meaningful change?*
- *What are the barriers to change; what could promote change. to achieve a change. Ranking a)-j) for order and possibly by splitting up in subgroups*
- Briefing for the next session

2. 16:15-18:00 – Friday

Discussion of priorities list – from above – and from pre-workshop survey of participants.
Preparing a key-point summary to share with participants of other breakout groups

3. 08:15-10:15 – Saturday

- Recapping on Friday's outputs & focusing on actions to be taken / by whom
- Identifying our toolkit for improvement – including HBC/communication
- Reviewing the outputs
 - Each participant to identify 2-3 practical takeaways to adopt/adapt
 - Agree any gaps/needs
- Assigning people to actions to be completed after IDHW4
- Preparing the theme presentation to share at 10:45 in plenary

Pre-workshop resources:

- Presentations and outputs from previous IDHWs, including resources on DogWellNet.com, e.g.
 - [Pre-meeting resources](#)
 - [Extremes of Conformation | Brachycephalics](#)

- Refereed publication: [Moving from information and collaboration to action: report from the 3rd International Dog Health Workshop, Paris in April 2017](#)
 - Required Reading list coming soon...