

# WSAVA



News Bulletin June 2012



**WSAVA**  
Global Veterinary Community

Danish practices earn  
global quality standard

CALLISTO Project  
gains momentum

**A New Image for WSAVA!**

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**WSAVA**  
Global Veterinary Community



Working together towards better veterinary care worldwide

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pjhrke@ucdavis.edu

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burrowsc@ufl.edu

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wjic.ingwersen@sympatico.ca

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jollenl@gmail.com

#### Honorary Secretary

Dr Siraya Chunekamrai  
csiraya@gmail.com

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wsava.treasurer@gmail.com

### The WSAVA – our mission

The World Small Animal Veterinary Association (WSAVA) is dedicated to the continuing development of companion animal care around the world. We aim to achieve this through fostering the exchange of scientific information between individual veterinarians and veterinary organizations.

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## Welcome from the President Elect



World Congress was an inspirational experience and the culmination of a great deal of hard work from the organisers, speakers and many others. I'd like to thank one of our longest standing members, the BSAVA, for hosting us. Congress was a busy time for the members of the 14 WSAVA committees, who took the opportunity to agree their focus and activities for the rest of this year.

While Congress was yet again a record breaker in terms of delegate numbers and registrant feedback, perhaps more important for our members was the sheer volume of world class scientific and clinical information on offer. Much of it is being shared with you.

There is still much exciting work to deliver this year. In this issue we'll be telling you more about our new 'corporate identity'. This project, started last year in Jeju, will help us present ourselves more effectively to you and to our other stakeholders. The launch of our new website is eagerly awaited and we are reviewing the effectiveness of our overall communications with member associations. We would welcome your feedback on how we can improve so please tell us!

Finally, and in case you're wondering why this welcome is from me, our new President Dr Peter Ihrke is recuperating at home from surgery following a long-standing back problem. We wish him well for his recovery and look forward to having him back to full strength soon.

#### Professor Colin Burrows



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## Branding WSAVA

### Our mission

The WSAVA is evolving in line with our members' visions, goals, values and concerns. With our shared passion and altruistic stance we are becoming a true global community – a community that works together to help members develop professionally to help us reach our key goal of improving animal welfare.

Reflecting this, we have changed our tagline of 'Global Veterinary Development' to 'Global Veterinary Community' because we feel this more fully reflects what we really are. We have also adapted our mission statement as follows:

***'To the companion animal professional and association, we offer a global collegial community of passionate peers working together to exchange scientific information and foster companion animal health worldwide.'***

### Strengthening the WSAVA brand

Following a series of strategic planning sessions led by Dr Colin Burrows we are now working to develop a stronger brand for the WSAVA. So far, we have:

- Commissioned a specialist organization to conduct a rebranding exercise. They asked us a series of questions to establish our core objectives; how we position ourselves and to establish our core audience before carrying out an in depth analysis of our current 'identity'.
- They then developed a 'brand box' for the WSAVA. This is a marketing tool to highlight our organization's personality, characteristics and tone of voice. This brand box is above



Based on the conclusions of the brand box, our new logo was developed and all of our communications materials are now being redesigned. You'll start seeing them soon. We believe our new brand fully reflects who we are and we hope you agree. We hope it will help to bind us together and to become a community that speaks with one voice. And this global voice will change the world!

***We want to hear your member associations' news! What are you focusing on this year?  
Tell us what activities you are involved in!***

## Please tell us what you think of the WSAVA e-bulletin!

This e-bulletin should be about you and your members so please help us make it better. Tell us:

- what you like to read about
- how you prefer to receive information from us

- whether and how you share it with your individual members

**Please email your comments to Siraya Chunekamrai at [csiraya@gmail.com](mailto:csiraya@gmail.com)**



## Danish practices earn quality standard



24 Danish Small Animal Veterinary Association (DSAVA) members have achieved the globally recognized ISO 9001:2008 Quality Standard by meeting its requirements for a quality management system designed to:

- ensure they provide products that meet customer needs and conform with statutory and regulatory requirements
- enhance customer satisfaction by providing processes for continual improvement and conformity to customer needs and statutory and regulatory requirements.

DSAVA members are also meeting a range of professional standards relating to their working environment and clinical procedures. The Association opted to earn the externally accredited standard in the face of a stream of new legislation in Denmark. They felt that by taking a proactive approach, they could maintain the high level of regard in which the veterinary profession is held in the country.

DSAVA Chair Karina Ryborg explains: "Working towards the standard has been challenging but has yielded good results. The quality systems we've been developing support our business goals and many of the practical tools we've created have proved very beneficial."

Because we've opted for a 'sampling model' where all the participating practices are members of the same ISO certification system, if one of us fails, we all fail. It has given us a strong incentive to work together and to share experience. It's been a team effort and we're delighted to have achieved the standard!"

Karina has prepared a full paper on the DSAVA's experience and offering advice for other WSAVA members considering this approach.

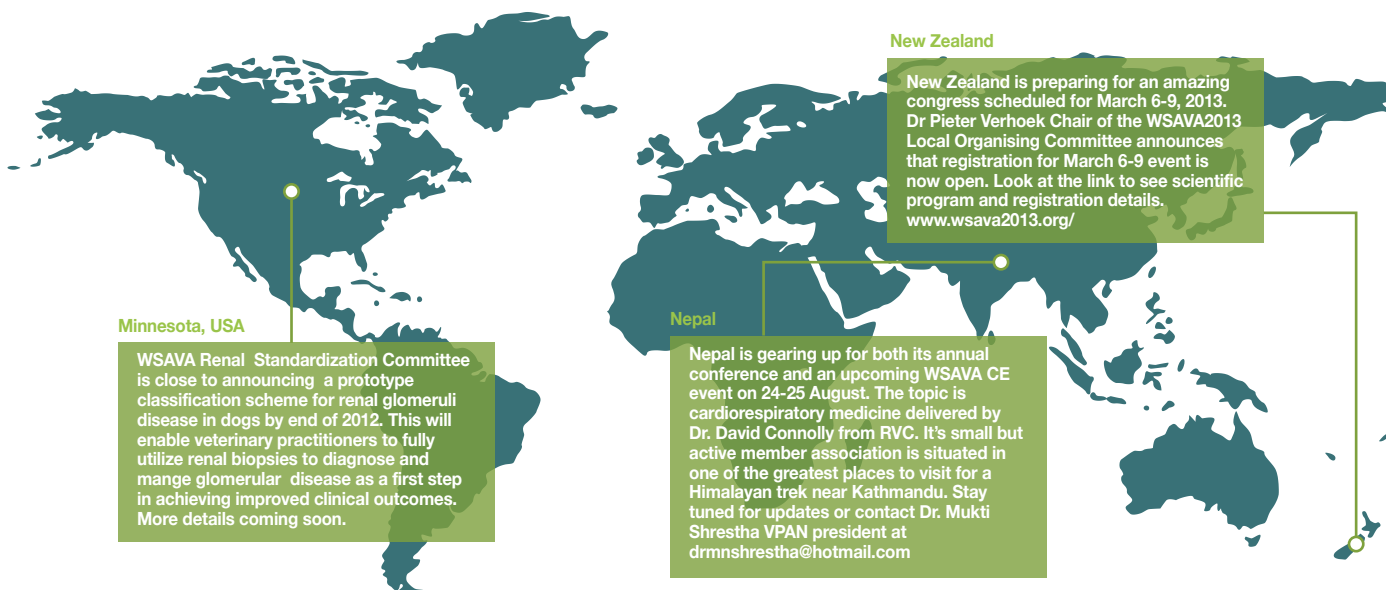
Check out the DSAVA page at [www.wsava.org](http://www.wsava.org)

## CALLISTO Project gains momentum

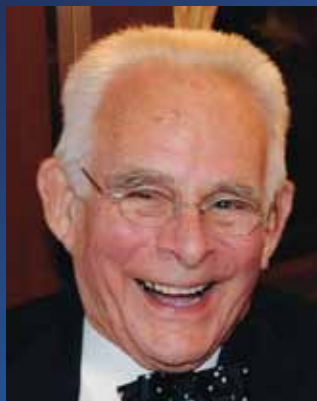
A website offering instant access to the latest scientific information on zoonoses transmitted by companion animals has been launched. Developed by the Companion Animals Multisectoral Interprofessional Interdisciplinary Strategic Think Tank on Zoonoses (CALLISTO), it's at [www.callistoproject.eu](http://www.callistoproject.eu) and forms part of a project financed by the 7th Framework Programme of the European Commission. Members of CALLISTO are drawn from research institutes, universities and veterinary associations across Europe.

Nine partners, led by the Federation of Veterinarians of Europe (FVE), collaborated on the development of the website, which also includes details of forthcoming CALLISTO conferences and expert group meetings. Over the next three years, CALLISTO members will work to identify gaps in knowledge relating to the most important zoonoses linked to companion animals and recommend actions to prevent and reduce the risk to humans and livestock. The WSAVA One Health Committee is a full partner in the project and its chairman, Professor Michael Day, is a member of the CALLISTO Board and head of work package 3 of the programme, which synthesizes data arising from the three annual conferences.

He says: "CALLISTO's activities are aimed at promoting increased awareness of the importance of healthy and balanced human/animal relationships. We will be updating the site constantly and hope it will be the catalyst for a continuous exchange of information with key stakeholders and the general public so that we can work together to reduce the risk to humans of developing infectious diseases from companion animals."



## Obituary – Dr med vet Hans Otto Schmidtke



On 3 April 2102 the Honorary President of the German Small Animal Veterinary Association (DGK-DVG) and honorary member of the German Veterinary Medical Society (DVG) passed away aged 83 after a sudden illness. We are mourning an esteemed colleague and a good friend. We have lost a pioneer of clinical small animal medicine of the West German post war period, a

man who saw his life-task in representing science for university and veterinary practice.

Dr Schmidtke was born on 19 July 1929. He studied veterinary medicine at the University of Veterinary Medicine, Hannover, and was granted his PhD in 1951 for his thesis: "On the sense of pain in animals". He worked at the new Small Animal Clinic of the University of Veterinary Medicine Hannover under Prof Dr Richard Voelker, first as scientific associate, and later as senior associate veterinarian. In 1956, he moved to Karlsruhe and set up a clinic for small animals with his wife. In 1985, they retired and moved to the federal state Schleswig-Holstein in the north of Germany.

In addition to his work in practice, Dr Schmidtke's commitment to science, professional politics and to his honorary appointments was important to him. He co-founded the Small Animal Diseases of the German Veterinary Medical Society (DVG) - today known as the DGK-DVG- and was its Chairman until 1984. He was President of the WSAVA from 1984-1986 and organized the WSAVA World Congress in Hamburg in 1984. His many publications and lectures reflect his commitment to communicate scientific knowledge.

Dr Schmidtke received awards including the Federal Cross of Merit of the Federal Republic of Germany (1984); the Richard Voelker Medal of the DGK-DVG (1987); the Dammann Medal of the University of Veterinary Medicine Hannover (1998), and the WSAVA International Award for Service to the Profession (2005). He was an honorary member of the French Association of Small Animal Practitioners and of the DVG. He was appointed Honorary President of the DGK-DVG in 1990.

We look back on a long and fruitful liaison with Dr Schmidtke with gratitude and will seek to honour his memory in our future work.

Dr Friedrich Röcken, Schleswig, Chairman DGK-DVG

Dr Klaus-Peter Vick, Oldenburg, Honorary President DGK-DVG

Professor Dr Volker Moennig, Hannover, President DVG

## Nominations Invited for 2013 WSAVA Awards

We would be delighted to receive nominations from members for the following WSAVA Awards to be presented during World Congress in Auckland, New Zealand, next year:  
The WSAVA Hill's Pet Mobility Award

The WSAVA Hill's Excellence in Veterinary Healthcare Award

The WSAVA International Award for Scientific Achievement

Nominations must be received by the WSAVA Secretariat by Monday 16 July 2012 and can be submitted by email

(wsavasecretariat@gmail.com) or post. Please include a covering letter, nominee CV and list of nominee publications. Full details of each of the Awards are available at [www.wsava.org](http://www.wsava.org)

WSAVA President Professor Peter Ihrke says: "The Scientific breakthroughs achieved by many of our members are helping to improve the quality of life and health experienced by millions of companion animals around the world. We look forward to reviewing nominations for the 2013 WSAVA Awards."

### France

Paris, France: OIE general assembly 2012  
One health championed by our WSAVA team Drs. Michael Day and Jolle Kirpensteijn on May 21-22. The meeting included an excellent talk at OIE from Dr Kathleen Glynn about One Health, stressing the importance of collaboration and support from governments. Animal disease surveillance is a top priority and veterinarians have a central role in all these initiatives. Rabies was highlighted as a disease of high importance by the delegates through an enquiry.  
Follow this on WSAVA facebook:  
<http://www.facebook.com/?sk=welcome#/pages/WSAVA-World--Small-Animal-Veterinary-Association/126453040710726>

### Japan

The Japanese Board of Veterinary Practitioners (JBVP), a new WSAVA member, holds its annual meeting every year in Tokyo in September. It's the largest small animal meeting in Japan with almost 6,000 participants. This year it takes place between 28-30 September. JBVP members work tirelessly to meet the needs of veterinarians in the many regions of Japan as well as running this annual event, judged to be one of the best as well as the largest in the world. Cheers to our member association in Japan!

In a new feature we plan to update member associations on the goals and activities of each of our current 14 working committees. In this issue, we're focusing on the work of the Global Nutrition Committee (GNC).

## Global nutrition committee

<b>Key goals</b>	To promote the importance of nutritional assessments and recommendations to every pet at every visit
<b>Co-chairs</b>	Dr Gregg Takashima DVM, American Animal Hospital Association Past president Dr Lisa Freeman DVM, PhD, DACVN. Professor and Veterinary Clinical Nutritionist, Tufts Cummings School of Veterinary Medicine
<b>A brief history</b>	<p>The GNC began life in 2010 with the task of developing a set of Global Nutrition Guidelines which were published in 2011. Their goal is to help the veterinary healthcare team and pet owners ensure that individual dogs and cats are on an optimal nutrition plan tailored to their needs. The Guidelines are now available in six languages, have been endorsed by 16 member associations and have been published in over 15 journals.</p> <p>The GNC met for the fourth time at World Congress and was endorsed by four leading international pet nutrition companies. In addition new GNC members Rachel Lumbis, veterinary nurse from the UK and Dr Minna Rinkinen, private practitioner from Finland; Drs Iveta Becvarova (Hill's Pet Nutrition), Deb Greco (Nestlé Purina PetCare), Elise Malandain (Royal Canin), and Waltraud Off (P&amp;G Pet Care) joined for parts of the meetings.</p> <p>During the meetings, the GNC developed strategies and priorities for the year ahead. The GNC also hosted four lectures on nutrition as a critical component of optimal care, at World Congress</p>
<b>Opportunities and challenges</b>	Research shows that more than 90% of pet owners would like nutritional advice but fewer than 15% feel they receive it. In some parts of the world, pet malnutrition remains a major challenge while in many other countries, pet obesity is an increasing problem. In addition, thanks to the internet, there is confusion among pet owners about optimal nutrition. This presents an opportunity for the WSAVA GNC to provide tools and support to the veterinary healthcare team so that clients and their pets can benefit from the valuable and trusted nutritional information, and, in turn, help pets live longer, healthier, and happier lives.
<b>Priorities for 2012</b>	<p>A major focus for the upcoming year is to develop non-branded tools for use by veterinarians and the entire veterinary healthcare team, as well as educational and media resources for the pet owner.</p> <p>Nutritional seminars for the veterinary healthcare team and public educational outreach are being planned around the 2013 WSAVA Congress in New Zealand as well as continuing to promote the GNC Nutrition Guidelines around the world.</p>
<b>For further information</b>	Contact Gregg Takashima - <a href="mailto:gregg.takashima@comcast.net">gregg.takashima@comcast.net</a> Contact Lisa Freeman - <a href="mailto:lisa.freeman@tufts.edu">lisa.freeman@tufts.edu</a>



WSAVA President: Jolle Kirpensteijn (Netherlands), Minna Rinkinen (Finland), Elise Malandain (France), Nick Cave (New Zealand), S Yathiraj (India), Patrick Nguyen (France), Co-Chair: Lisa Freeman (USA), Rachel Lumbis (United Kingdom), Co-Chair: Gregg Takashima (USA), Waltraud Off (Switzerland), Clayton MacKay (Canada), Deb Greco (USA), Iveta Becvarova (Czech Republic). Not pictured: advisor, Peter van Beukelen (Netherlands) and member, Ross Tiffin (United Kingdom)

## Continuing Education – A key focus for 2012

A CE schedule for the remainder of 2012 has been published by the WSAVA CE Committee with veterinarians and veterinary technicians in Africa, Asia, Eastern Europe and Latin America set to benefit from over 30 CE sessions. Highlights of the program include:

- Sessions in African countries covering renal disease, epilepsy and otitis externa
- A series of 11 sessions throughout Latin and Central America focusing on emergency medicine, dentistry and dermatology
- Three sessions in China offering a diagnostic approach to the anaemic or bleeding patient
- Sessions in Malaysia, Vietnam and the Philippines focusing on orthopaedics and dentistry

CE Committee Chair Jill Maddison comments: "We're focusing on delivering high quality, relevant, practical and inspiring training to regions which don't yet have the resources to develop CE

programmes featuring international speakers. The topics have been requested by the different regional and local organisers as being relevant to companion animal practice in their countries.

Many of the world's leading veterinarians give their time to participate in WSAVA CE sessions and we often receive feedback that they've been inspired by the enthusiasm with which delegates embrace the topics they cover."

For further information on how member associations can benefit from the WSAVA CE Program, please contact Jill at [jmaddison@RVC.AC.UK](mailto:jmaddison@RVC.AC.UK)



## World Congress 2012 – A Review

This year's World Congress in Birmingham, UK, was attended by over 7,100 visitors from more than 70 nations, including around 5,000 vets, 2,000 vet nurses, practice managers and students. They amassed more than 100,000 CPD hours in an unrivalled programme of lectures in 40 streams – which this year included the first dedicated practice management programme.



For WSAVA member associations, the highlights of World Congress always include the many opportunities to refocus on

the delivery of our goals and assess the progress we are making. Once again, both the AGM and Committee Forum provided a valuable opportunity to share ideas to take our goals forward and to discuss how we can most effectively support our members all around the world.

Introducing our new President Professor Peter Ihrke and Executive Board members was a great pleasure as was formally recognising this year's WSAVA Award winners at the presentation ceremony.

Finally, we were delighted to welcome two new member associations:

- Belarusian Republic Small Animal Veterinary Association (BelSAVA) - full member
- International Federation for Animal Health (IFAH) - affiliate member

## Looking ahead to World Congress 2013

*Registration for the WSAVA World Congress 2013 in Auckland SkyCity Convention Centre, **March 6–9 is now open.** Register early to take advantage of the early bird specials!*

### A message from Dr Pieter Verhoek

#### **Chair WSAVA2013 Local Organising Committee Auckland New Zealand**

I have just returned from WSAVA2012 where we were promoting WSAVA2013. What wonderful feedback we had! The number of veterinarians we spoke to who raved about coming to New Zealand was humbling. In fact everywhere we've been over the last four years, delegates have said 'we can't wait to come to Auckland, New Zealand and experience the best that your country has to offer.'

New Zealand is on everyone's 'bucket list' and there is only one way to fix it – register now!

We also want you to enjoy our wonderful scenery; its exciting adventure activities and our people - a cosmopolitan culture with a mix of European, Maori and the Pacific Islands.

We've been on an incredible journey over the last seven years and now that WSAVA2013 is almost upon us and we can't wait! I can clearly remember the day when we first floated this

idea and the day that we won the opportunity to host World Congress. I have the same excitement today and the dream of bringing the world's best speakers covering all disciplines of veterinary science to New Zealand.



Please go to our website to view the Scientific Program, find out more about what we have to offer and register for the experience of a lifetime.

Dr Pieter Verhoek  
Chair WSAVA2013 Local Organising Committee  
Auckland New Zealand  
[www.wsava2013.org/](http://www.wsava2013.org/)

You can request further information on any of the stories featured in this issue of the **WSAVA** e-bulletin at [wsavasecretariat@gmail.com](mailto:wsavasecretariat@gmail.com)



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