



Improving animal welfare: improving animal health management

The role of the animal health industry

Our **Blueprint for Animal Health** is built around a three-step approach to keeping animals healthy, and is one in which we all play a part. As part of our fact-sheet series which looks at the part that all stakeholders across our sector play, we're looking at the role of our industry itself.

Stop disease getting to the animal

The animal health industry needs to support and encourage an open conversation between all those who care for animals, from pets to livestock, to ensure that the UK's high standards of animal health and welfare are protected and maintained now and in the future.

Equip animals to fight disease

As an industry, we have a responsibility to help farmers, vets and pet owners alike understand the part they must play in equipping the UK's animals to fight disease. We must look at their healthcare needs holistically to ensure that our pets, livestock and other animals are able to deal with disease if they come across it. This means making available and sign-posting clear information on a range of health and welfare issues which go beyond medicines and products themselves, as well as ensuring that we take a sustainable approach to the management of the health of the UK's animals.

Treat animals appropriately when disease is unavoidable

The animal health industry has a vital role to play in innovation and research and development, to ensure that the right animal health products and services are available to treat animals appropriately when sickness does occur. It is our duty to uphold the highest regulatory controls and standards to ensure that medicines are developed and used responsibly. This also means ensuring that channels of communication are always open between those involved in the care of animals to make certain that appropriate diagnoses and treatment plans are sought, delivered and followed.



For more information on NOAH's Blueprint for Animal Health, visit: www.noah.co.uk/campaigns/blueprint-animal-health

www.noah.co.uk
+44 (0)20 8367 3131