Report on Activities of your AVMA and the World Veterinary Association
NWVMA meeting, December 7, 2016

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During the AVMA Convention this past August, the House of Delegates held an Informational Forum for representatives to discuss three priority issues of concern recommended by the grassroots members. They included 1) Support for our large animal practitioners, 2) Cyberbullying, and 3) Student Debt. Three of the AVMA activities below address those three areas, and two address items from the World Veterinary Association, of which we all have a vested interest since the AVMA is a voting member of the WVA.

**AVMA**

**#1 Food Security: Understanding the Role of Animal Health and Well-Being – An AVMA Global Summit**

This Summit is now open for registration in Washington DC on February 9-11, 2017. This Summit was organized by the AVMA Committee on International Veterinary Affairs with the purpose of proposing programs, initiatives and strategic partnerships to create and enhance global opportunities for AVMA and SAVMA members. The objectives of the Summit are to:

- Explore and define the role of animal source foods in enhancing global food security
- Describe and define how improved animal health and well-being contribute to a more secure, sustainable, safe, and nutritious food supply
- Identify and promote pathways to integrate veterinary expertise into current and future global food security programs


**#2 Cyberbullying and Wellness Resources to Help Battle the Dark Side** - Cyberbullying can have a significant impact on your business and add stress to your life. Social media is here to stay in some form. With 20% of AVMA members reporting they have experienced cyberbullying and false reviews, the AVMA has added resources to help veterinarians combat the emotional and financial damage caused by online detractors.

- **Yelp** - currently the most prominent review site, has more than 170 million visitors per month through its app, mobile and desktop sites. Yelp users generate more than 26,000 reviews per minute.
- **Facebook**, which remains a primary social media channel for veterinary clinics, continues to grow. More than 1 billion people around the world use Facebook daily.

AVMA has developed Resources to help veterinarians defend their online reputations.

- **Online Reputation Management** resources on the AVMA website [https://www.avma.org/PracticeManagement/Administration/reputation/Pages/default.aspx](https://www.avma.org/PracticeManagement/Administration/reputation/Pages/default.aspx)
• A 24/7 hotline provided by Bernstein Crisis Management, Inc. to assist our member veterinarians and clinics who face attacks and cyberbullying. Members calling the hotline will receive up to 30 minutes of actionable consultation with an experienced crisis management team at no charge to you. If you need additional help, you can pay for additional consultation at a significantly discounted rate, as an AVMA member.

• DVM Reputation Guard program offered at a significant discount for AVMA members also provided by Bernstein Crisis Management. This subscription-based service tracks and notifies participants of reputation threats before they are overwhelming, and then helps you respond. This discount offer is available to AVMA members through the AVMA Member Advantage Program, which also provides discounts on car rentals, clothing, framing and other services.

Visit the AVMA@Work blog to learn more about these new resources.
http://atwork.avma.org/2016/12/05/new-resources-veterinarians-social-media-cyberbullying-reputation/?utm_source=smartbrief&utm_medium=email&utm_campaign=smartbrief-assoc-news

The last two classes of the AVMA Future Leaders Program developed Wellness Resources now available on the AVMA website.
• Wellness and Peer Assistance (for self-assessment and awareness)
• Setting Up a Workplace Wellness Program (for preventive measures).
 https://www.avma.org/ProfessionalDevelopment/Personal/PeerAndWellness/Pages/Sett新颖-up-Wellness-Program.aspx

#3 Student Education Debt

A Summit called the Fix the Debt – Our Future, Our Responsibility was held last April and identified how four different groups could contribute toward improving the 2:1 debt ratio. Since that time the AVMA has also been working on solutions in collaboration with the other groups. Highlights listed by group are as follows:
• Educators/Colleges
  o To explore and implement a five-to-six-year program for students to earn a D.V.M. degree; by working with local undergraduate institutions on refining the curricula, this would enable students to have two extra years to earn income;
  o To encourage creation of national partnerships and campaigns to raise funds for scholarships;
  o To work with the AAVMC and AVMA in advocating for legislation to help reduce student debt; and
  o To document actual educational costs and charge accordingly, which would, among other things, create greater transparency in revenue lines for research and education.
• Employers of Veterinarians
  o To reconsider compensation packages for new graduates/associate veterinarians;
  o To improve the onboarding of new employees and create a toolkit for best practices;
To promote a positive culture of preventative care within staff and beyond by engaging other areas of the profession in using resources as a guide to open more opportunities for recent graduates to earn more income; and

To promote practice ownership as an attractive alternative career.

- **Associations/Organizations**
  
  To provide career awareness to students by delivering financial literacy materials and training, and developing a career guidebook for use by pre-veterinary students;

  To increase advocacy efforts to address student debt;

  To create a national campaign around student debt; and

  To include student debt as a regular follow-up agenda item at annual events such as the AVMA Economic Summit, AVMA Convention and AAVMC Conference; the purpose of this would be to monitor progress on efforts to reduce the DIR and to hold each other accountable.

- **Students/Recent Graduates**
  
  To personally engage deans, their peers and future students in conversations about financial literacy and student debt;

  To inform pre-veterinary students about the current student debt issue and discuss what is being done to address it; and

  To change their mindset from ownership to entrepreneurship, and work on developing a campaign where every veterinarian commits to being an entrepreneur.

**World Veterinary Association**

The Secretariat of the WVA is located in Brussels, Belgium. The AVMA is a member of the WVA which works on interests of the global veterinary medical profession with various partners. In my role as President, I work primarily electronically every day on WVA business with the Secretariat which is 7 hours ahead of our CST in Wisconsin, Chair the 17 persons WVA Council every 6 weeks, and travel several weeks a year to attend meetings around the world.

This year alone in 2016 I traveled to Brazil, Australia, Korea, Sweden, Mexico, France, Belgium, Thailand, Vietnam, and Panama. I have provided information on our Strategic Priorities, 1-2 of the many activities in each area, and upcoming international meetings that are great opportunities to travel as an AVMA group for education and cultural enrichment.

**#4 WVA Strategic Plan 2015-2018**


Critical priorities include:

- **Animal Welfare**
  
  **Animal Welfare FactSheets** - The WVA Working Group on Animal Welfare is preparing number of factsheets aiming to provide a short pithy document in lay language about a specific global Animal Welfare issues to draw attention of veterinarians and the public around the world. See the WVA FactSheet on Owned and Unowned Free-Roaming Dogs
for use in client education.


- Role of the Veterinarian in Animal Welfare Poster
  http://worldvet.org/news.php?item=309#prettyPhoto][/0/[0/

- Pharmaceutical Stewardship
  - WVA Representation at the United Nations General Assembly on Antimicrobial Resistance

- Veterinary Education
  - WVA Online Education Portal which the Wisconsin VMA has added to the website for CE

- Zoonotic Disease
  - WVA Community-based Rabies Prevention and Control (Pilot in Gambia) > End Rabies Now worldwide campaign!!

- Organizational Growth and Partnerships (OIE, WHO, FAO, WMA, WAP, GARC)

# 5 Major Conferences in Education – Opportunities for group travel and education

- WVA/WMA Global Conference on One Health – Kitakyushu City, Fukouka, Japan  November 10-11, 2017
- AVMA Convention – Indianapolis July 21-25, 2017
- World Veterinary Association Congress – Incheon, South Korea  August 27-31, 2017
- WSAVA Congress – Copenhagen, September 25-28, 2017
- World Veterinary Association Congress – Barcelona, Spain  May 6-8, 2018
- PANVET Congress – Montevideo, Uruguay  October 2018