
Overview

This standard is about the provision of information to individuals, groups or communities on how to promote the health and well-being of animals. This may include sourcing information to provide and present it in a way that is relevant to your audience.

Users of the standard will need to confirm that their practice reflects up-to-date, industry policies and relevant legislation. They must work within the limits of their authority, expertise, training, competence and experience.

The standard is suitable for anyone working with animals who has the responsibility for providing information to individuals, groups or communities on how to promote the health and well-being of animals.

Performance criteria

You must be able to:

1. work professionally and ethically and within the limits of your authority, expertise, training, competence and experience
2. comply with the relevant animal health and welfare and animal-related legislations and associated codes of practice
3. source and provide information on promoting the health and well-being of animals that is relevant to the audience
4. source and provide information that is consistent with the organisation's policy on health promotion
5. provide the relevant materials that promote the health and well-being of animals
6. provide advice on promoting animal health and well-being in a way that is relevant to the individual, group or community that you are advising
7. provide advice on how risks to animal health and welfare may be minimised
8. offer individuals, groups or communities the opportunity to discuss and seek clarification on any advice given
9. recognise the limits within your area of responsibility under the requirements of Veterinary Surgeons Act and seek advice from other professionals where necessary
10. complete records as required by relevant legislation and organisational policy

Knowledge and understanding

You need to know and understand:

1. your professional responsibilities and the need to maintain professional competence
2. your responsibilities under the relevant animal health and welfare and animal-related legislation and associated codes of practice
3. the importance of providing a duty of care for animals and how their welfare needs may be addressed
4. the different ways in which animal health and well-being can be maintained
5. how animal welfare can vary in different context and the role of animal professionals in engaging with individual, groups or communities
6. the general care requirements for specific animals, including their nutrition, accommodation, and exercise needs
7. where to source information on promoting health and well-being of animals and how to determine the value of this information to individuals, groups or communities
8. the limitations with your area of responsibility and where to seek advice
9. the problems and liabilities that may arise, both for you and for the organisation, if the wrong information is provided
10. the relevant materials to use to provide information and the different methods available to engage with the audience and how to check that information meets the needs of your audience
11. how to check that information has been understood and how to provide opportunities for clarification
12. how to engage with different audiences and how to reach them
13. how to recognise normal behaviour patterns and changes in animal behaviour
14. the early signs of changes in behaviour associated with fear, aggression, stress, pain and ill health
15. the benefits of managing populations of unowned and stray animals through neutering and how to promote this to individuals, groups or communities
16. the difference between health promotion and risk-reduction strategies in maintaining animal health and well-being and why both are needed
17. the types of information and records that need to be kept and the importance of completing these in accordance with the relevant legislation and organisational policy

Glossary

Current animal welfare legislation:

- England and Wales, Animal Welfare Act
- Scotland, Animal Health and Welfare Act
- Northern Ireland, Welfare of Animals Act (Northern Ireland)

Sources of information:

- organisations
- publications, websites
- legislation
- social media
- codes of practice
- scientific papers/research outputs
- industry/Government codes of practice
- publications from industry/Government/animal welfare bodies
- veterinary advice

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Risk-reduction Strategy

- A strategy for reducing risk to human and animal health

LANAnC27

Provide information to individuals, groups or communities on how to promote the health and well-being of animals



Developed by Lantra

Version Number 2

Date Approved 30 Mar 2020

Indicative Review Date 30 Mar 2025

Validity Current

Status Original

Originating Organisation Lantra

Original URN LANAnC31

Relevant Occupations Animal Care

Suite Animal Care and Welfare

Keywords animal; advice; health; welfare
