

NATIONAL VETERINARY TECHNICIAN WEEK

[3RD WEEK OF OCTOBER]

YOU ARE A ROCK STAR!

Thank you for opening your NVTW Kit. Because of engaged, enthusiastic veterinary nurses/technicians team members (like yourself), we are seeing improved communications, support, and interest in the field of veterinary technology. WAY TO GO! The purpose of this packet is to provide you with ideas, suggestions and templates for celebrating National Veterinary Technician Week. Throughout the kit you will find easy to access links and resources to get you started in the right direction. Consider printing these pages, read through all the material, and highlight the suggestions that resonate with you. Then, GET MOVING, step into ACTION! There is plenty to consider and loads of ways to celebrate National Veterinary Technician Week!

Each year's theme speaks to the diversity we experience and animals we treat in the veterinary profession. In the training credentialed veterinary technicians receive, we must show proficiency and care of all species; with feathers, fur, scales, and skin. We are capable of offering nursing care to all of them. That's a pretty AWESOME career!

As the national association representing veterinary nurses/technicians, NAVTA realizes that a true celebration of National Veterinary Technician Week relies on participation of our members, individual veterinary teams in veterinary practices, state associations, and student chapters. It is in the grassroots collaboration of veterinary nurses/technicians, teams, and professional organizations that NVTW can STEP UP and STEP OUT, celebrating the heart and hands of veterinary medicine.

We would be remiss in not mentioning the great support we receive from Hill's Pet Nutrition. You may already be aware of the fact, NAVTA has been pairing with Hill's for nearly 2 decades! Because of their past and continued support, you are able to receive these materials directly to you, **FREE**. Be sure to thank your Hill's Representative the next time you meet them.

Your annual celebration began in June 1993, when NAVTA's Executive Board passed a resolution declaring the third week of October as National Veterinary Technician Week (NVTW). During this special week, veterinary nurses/technicians can focus favorable attention on their profession through a variety of activities.

These activities serve to:

- Educate the public about this vital member of the veterinary medical team.
- Reinforce the value and professionalism of veterinary nurses/technicians to veterinarians and the public.
- Provide an opportunity for veterinary nurses/technicians to salute one another for excellent performance in their work.
- Acknowledge veterinarians for hiring credentialed veterinary nurses/technicians.

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PREPARING FOR NATIONAL VETERINARY TECHNICIAN WEEK

When getting ready for National Veterinary Technician Week, most groups start a few weeks before with a brainstorming session that ends in a public awareness campaign, social event, or fundraiser. It is important to keep in mind that any successful celebration needs to be planned all year long. Promoting NVTW to the general public and non-veterinary venues helps to spread the word about our role in the veterinary industry and all the incredible care we offer to all species, feathers, fur, scales, and skin.

Align your team with NAVTA's mission statement to "Advance Veterinary Nursing and Veterinary Technology." NAVTA provides direction, education, support and coordination for its members and works with other allied professional organizations for the competent care and humane treatment of animals. Design ways for your messaging to speak to those points.

Communication is the key to the success of any outreach, project, or organization. Set up a planning session with your hospital's veterinary team and leadership. Take notes, assign tasks, keep track of what tasks are being accomplished, and celebrate successes along the way. You will find a SMART Goals sheet, assisting you along the path of success on NAVTA's website, at www.navta.net/?page=smart_goals

Don't Forget!
Harness the power of social media when communicating your message!

GETTING STARTED

Veterinary Hospitals and Individuals

Your veterinary hospital team may be interested in spreading the news of veterinary nursing/technology and the veterinary health care team. This is a perfect time to highlight all the nursing skills, services, and awesome things your team members do for all species; feathers, fur, scales, and skin.

- Identify a day of the week, time of the day, and focus of your outreach and message.
- Use the SMART Goals Sheet to give it a title, measure its success, assign the people that will coordinate, generate a realistic outline, and pull it off on time (without a hitch!).
- Announce the event (or other way you are celebrating) with posters, emails, Facebook, etc. Personally invite as many people and clients to your event.
- Reach out to radio stations, offer an announcement in your local newspaper, and encourage the community to attend.
- Continue to read for more details and opportunities . . .

Professional Organizations

Obviously NAVTA's NVTW can be geared for state and local veterinary nurses/technicians to shine and put their best foot forward. Now is the time to organize and reach out to your membership, sponsors, and veterinary community to make this the BEST NVTW, EVER!

- State's with large geographic areas and/or large association memberships are wise to regionalize, offering different events at various locations.
- Choose the day of the week and time of your celebrations wisely to maximize attendance. If you don't know what is preferred, then poll your membership. A Sunday afternoon works quite well for many, but perhaps your membership will respond with a different preference.
- Advertise well in advance through newsletters, telephone calls, email, or direct mail. Invite association members and non-members, but make sure you structure the fees so that it is more advantageous for non-members to join rather than pay a very high cost. It is certainly acceptable to charge a fee for the celebration but make every attempt to keep the cost as low as possible.
- Ask for sponsorship funding for the events from veterinary suppliers, pharmaceutical companies, food/feed companies, and the state VMA. Remember to ask for donations of goods, services or products to be offered as door prizes.

SAMPLE PRESS RELEASE

Press releases can be sent to your local media (including print, radio and television) to help generate buzz about National Veterinary Technician Week in general or to highlight specific events that are being hosted in your area. For better exposure in print, submit photos of students and veterinary nurses/technicians in action. Be sure to include your events on local community calendars!



For Immediate Release

NATIONAL VETERINARY TECHNICIAN WEEK: [Insert dates] [Insert theme based on this year's NVTW poster]

City, State: Your pet(s) deserve the best in pet care and it takes everyone on the veterinary health care team to make that happen. The National Association of Veterinary Technicians in America (NAVTA) recognized that fact and created National Veterinary Technician Week (NVTW). As a member of the veterinary healthcare team, veterinary nurses/technicians are educated in the latest medical advances and skilled at working alongside veterinarians to give pets the best medical care possible. They work closely with the veterinarians, veterinary assistants, practice managers, and owners to provide essential care to all species of animals; pets with fur, feathers, scales or skin.

NAVTA has proclaimed [insert this year's dates] to be National Veterinary Technician Week. This annual event recognizes veterinary nurses/technicians for their contributions in pet healthcare. This year, Hill's Pet Nutrition, a company dedicated to helping pets reach their full potential through quality nutrition and healthcare, is sponsoring the week-long celebration.

NAVTA is a nonprofit organization that represents and promotes the veterinary nurses/technicians profession. NAVTA provides direction, education, support and coordination for its members. Incorporated in 1981, NAVTA is the national organization devoted exclusively to developing and enhancing the profession of veterinary nursing/technology. Pets give us unconditional love and veterinary nurses/technicians provide TLC to pets and animals. Celebrate National Veterinary Technician Week by recognizing the team members providing veterinary care to all species of pets. More information about NAVTA and this special week can be found at www.navta.net.

Media Contact:

[Insert your name/practice name/organization name]

[Insert your contact information]

SAMPLE PUBLIC SERVICE ANNOUNCEMENTS

Local radio stations will generally run a 10-30 second public service announcement (PSA). Most do require a script that can be read by the station's personnel. Emphasis should be placed on the importance to the community. Contact the radio stations to determine who handles PSAs and make contact with that person as early as possible.

Sample PSA – 15 seconds

National Veterinary Technician Week is [insert dates]. Credentialed Veterinary Nurses/Technicians are educated professionals who work closely with your veterinarian to ensure the best quality medical care for your pet.

To learn more about Veterinary Nurses/Technicians, visit the National Association of Veterinary Technicians in America online at NAVTA [dot] net, that's N-A-V-T-A [dot] net.

Sample PSA - 30 Seconds

National Veterinary Technician Week is [insert dates], with the theme "[insert theme based on this year's NVTW poster]." Veterinary Nurses/Technicians work closely with your veterinarian, assistants, practice managers, and other staff to ensure the best quality care for your pet. Credentialed Veterinary Nurses/Technicians are educated professionals who complete a rigorous training course.

To learn more about Veterinary Nurses/Technicians, visit the National Association of Veterinary Technicians in America online at NAVTA [dot] net, that's N-A-V-T-A [dot] net.

SAMPLE PROCLAMATION

A proclamation proposal can be sent to your Mayor or Governor, asking for them to declare the third week in October as National Veterinary Technician Week in your town or state.

National Veterinary Technician Week Proclamation

Whereas, veterinary technicians are important members of the veterinary health care team, work in veterinary medicine throughout the nation, and are extremely important in the effort to provide quality animal health care to insure the humane treatment of all animals;

Whereas, there are over one hundred accredited programs throughout the United States which provide intensive study of the skills and knowledge to work competently as a Veterinary Technician, including, anatomy, physiology, microbiology, clinical techniques, pharmacology, anesthesiology, surgical and medical nursing, radiology, and clinical pathology training;

Whereas, it is extremely important that each veterinary technician maintain certification, registration, or licensure through the successful completion of a national and or state examination, practice lifelong learning through continuing education and uphold high ethical standards;

Whereas, veterinary technicians will be joining their colleagues across the country to urge all to become aware of the important contribution of veterinary technicians to the health and well being of all animals; therefore be it

Resolved, the Executive Board of the National Association of Veterinary Technicians in America does hereby declare that beginning in 1994, the third week in October be designated National Veterinary Technician Week.

Adopted by the NAVTA Executive Board, 1993.



BUILDING A PRESENTATION FOR NATIONAL VETERINARY TECHNICIAN WEEK

Survey after survey shows that the general public doesn't know what a credentialed veterinary nurse/technician does. Even worse, most don't know we are educated individuals who have a definite roll in veterinary medicine. One way to remedy this is through self-promotion. National Veterinary Technician Week provides the perfect opportunity to educate the public about what we do. You may be asking yourself, "Where or how do I do such a thing?" Think about educational institutions, clubs, and organizations in your area and volunteer to speak to them. Great groups to contact would be humane societies, adoption or rescue groups, and schools.

Statistically speaking, most of us are not seasoned public speakers. While it is a rather daunting experience, especially if you do not know where to start or how to put a presentation together, we've compiled some tips that should give you a good start. We've included the main components of any presentation, vocal and gesture suggestions, and the use of graphics to enhance your presentation.

Every presentation should have three distinct parts: an opening, a body, and a closing. The opening sets the stage for your presentation, the body provides most of the information, and the conclusion ties everything together. The following are some pointers for each of these areas.

Visit the following videos for more ideas on building your presentation!


- **Sandra's You Better Believe it Video:** www.youtube.com/watch?v=jBTMfKTvhms&app=desktop
- **Andy Roark: Sharpen Your Axe Video:** www.partnersforhealthypets.org/Sharpen_Your_Axe.aspx
- **DVM360: Coffee-Couch-Conversations with Veterinary Technicians**
 - **Ken Yagi and Tasha McNeerney:**
www.veterinaryteam.dvm360.com/coffee-couch-conversation-with-veterinary-technician-kenichiro-yagi
 - **Megan Brashear and Tasha McNeerney:**
www.veterinaryteam.dvm360.com/coffee-couch-conversation-with-veterinary-technician-megan-brashear
 - **Mary Berg and Tasha McNeerney:**
www.veterinaryteam.dvm360.com/coffee-couch-conversation-with-veterinary-technician-mary-berg

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The Opening

The opening should tell the audience who you are and what you plan to share with them. One way to open a presentation is to answer this question, “What makes you an expert on this subject?” To answer that question, just talk a little bit about yourself. Explain how you became interested in veterinary medicine and why you chose to be a veterinary nurse/technician. Sharing a personal story provides the audience with an inside look at you, while helping you relax during the presentation. Follow up with a brief overview of what you will be covering, three or four points that you want to cover.

The Body

Spend some time collecting all the information you need and then tailor your presentation to the needs of the audiences. The body of your presentation will expand on the three or four points you mentioned in the opening. For example, if you are speaking to a career day audience, cover the education involved in becoming a veterinary technician, share where they can find work in the field of veterinary medicine, and finally touch on the salary they can expect. You could exchange those three points with, where veterinary technology programs are located across the country and how the job market looks. When speaking to a younger group, you could talk about the kind of practices available or share a day in the life of the veterinary medical team. It is really up to you what you want to include in your presentation, but remember to keep it to three or four main points

The Conclusion

To conclude, briefly revisit the three or four main points you covered in the body of your presentation, providing a one or two sentence description of each point. Then open the floor by inviting questions. It is usually better to say, “Do you have any questions about what we discussed today?” rather than asking for general questions. This will cut down on feeling obligated to advise people on their personal animal issues. However, this tactic doesn’t often work well with smaller children, so be ready to answer anything that may come out of their mouths! After the question and answer period, thank your audience for allowing you to talk with them and invite them to your business for a tour. This encourages people to use your services and ask more questions if they are interested. Be ready to hand out business cards and answer questions when the program is completely over. Most people are shy about asking questions in front of a crowd, and will ask you personally after the program.

Gestures and Vocal Variety

Gestures and vocal variety are two key ingredients to keeping the attention of your audience. Gestures, for the most part, should be natural and relaxed. However, if you are talking to a large group of people, you need to make those natural gestures large enough to be seen from the back of the room. For example, when using the gesture of holding your hands out in front of you like you are cradling a small puppy or kitten, you usually have your hand close to your body and about waist high. For a large audience, you need to bring that gesture up to your chest and away from your body so that everyone can see what you are doing.

Vocal variety is where we pitch our voice higher or lower, softer or louder, or vary the rate in which you speak. This lends drama to your presentation and keeps the audience listening. You never want to speak in a monotone at the same rate. When that happens, a five minute talk seems like 30 and your audience will show you they are bored by fidgeting and rustling around.



GRAPHICS

If you choose to supplement your presentation with a PowerPoint presentation, some good rules of thumb to follow are:

- ▶ Keep lines of text to no more than four to five lines per slide.
- ▶ Make the font large enough to be seen at the back of a room.
- ▶ Make sure images/pictures have enough pixels to be “stretched” and remain clear (if the picture gets fuzzy, don’t use it!).

Graphics also include props such as an instrument, an anatomical model, or even a live animal. They are especially effective with small groups and young children. If you plan on using a prop, make sure it can withstand being passed around or handled and that it can’t inadvertently injure your audience. A note about using live animals as a prop: Expect the unexpected. Have plenty of paper towels and disinfectant on hand to clean up messes, and a carrier in which to place the animal in case it gets nervous.

Hopefully this has helped you feel better about making a public presentation. By constructing your presentation with a definite opening, body and conclusion you will better educate your audience and leave a lasting impression about you as a professional.

Plus by having a set pattern to your core presentation you will be able to adjust your presentation to almost any situation in which you are asked to speak.

PLUS, when you begin offering presentations to other organizations, you can place this valuable skill on your resume!



EVENT IDEAS FOR NATIONAL VETERINARY TECHNICIAN WEEK

FUNDRAISING AND AWARENESS:

- **Veterinary Hospital Open House** – Invite clients, community members, local businesses to attend. Set up “activities” at different stations around the veterinary hospital. Consider a surgery station, nutrition, career options, etc... the sky is the limit. Make it educational and engaging. Be sure to take photos of the event and attendees. Post on your social media sites (consider photo releases).
- **Social Media** – Ask your manager or Webmaster how you can make daily updates to your website and social media platforms. Offer a contest (photo, capture this, video, etc). Use your imagination. Remember to get release forms for photos and comments.
- **Pooch Parade or Animal Walk** – Raise funds for an animal charity while raising awareness for veterinary nurses/technicians. Get sponsors, or just get a group of friends and neighbors together for a community dog walk.
- **Have a “Dog Wash”** – This is a spin on the traditional car wash fundraiser. Invite dog owners to bring their pooches in to get shampooed for a donation.
- **Pet Spa Day** – Pamper your pup with grooming, massage and even a Mani/Pedi!
- **Canine Kissing Booth** – Give a buck for a “Pooch Smooch.”
- **Gift Baskets** – Sell gift baskets geared toward different pets, like apples and carrots for horses, catnip and cat treats for kitties, and dog treats for dogs.
- **Pet Photo Shoot** – Get the local high school or college’s photography club to take pictures of pretty pets and split the donations.
- **Horseback Rides or Hay Rides** – This event is an oldie but a goodie.
- **Visit elementary, middle and high schools to discuss careers within the profession** – Offer to speak to humane societies and service clubs. Offer behind-the-scenes tours of zoos, aquariums, wildlife rehabilitation facilities, horse racing tracks, or breeding facilities.
- **Consider a fashion show** – Show off the latest veterinary apparel, and costumes for pets.
- **Showing of a popular animal movie** – Great movie options include “Seabiscuit” or “Marley and Me.”
- **“Take Your Pet to Work Day”** – Talk to your office and see if they’d be willing to allow pets to join the workforce for a day.
- **Throw a Pet Birthday Party (or maybe an Un-birthday party)** – Serve pet friendly goodies and party down!
- **Arrange to have a Pet Parade** – Proud pet parents will love showing off their furbabies.
- **Student Chapters of NAVTA (SCNAVTA) have found success in hosting an event for veterinary technician students and faculty.** During these events, try hosting a 50/50 raffle or bake sale to make some extra money for your SCNAVTA chapter.

PROFESSIONAL DEVELOPMENT IDEAS

- **Host an open house** of your clinic or classrooms, with demonstrations of unique equipment or procedures
- **Conduct client workshops** to help pet owners manage a difficult dog, work through pet sibling rivalry, or just provide general useful information about pet health.
- **Partner with other clinics in the area** to have a seminar or launch continuing education initiatives
- **Invite a speaker to address the most current clinical advances** (Boehringer Ingelheim – BI’s Vet Tech Champions)
- **Arrange to have your own in-house experts** share their knowledge with co-workers



INTERNATIONAL **VETERINARY NURSE & TECHNICIAN DAY**

The IVNTA has recognised the second Friday in October each year as International Veterinary Nurse and Technician Day.

The day was chosen in consultation with the permanent members of the IVNTA and, as far as possible, aligns with existing veterinary nurse / technician awareness campaigns and / or with national veterinary nursing / technician conferences. It is therefore hoped that IVNT Day can be celebrated in conjunction with existing activities in member countries so that the initiatives can be mutually beneficial.

The IVNTA very much hopes that your association will join us in celebrating and promoting IVNT Day.

NAVTA BENEFITS

As a NAVTA member you'll receive:

- Representation of your voice with national organizations like the AVMA and AAVSB.
- Advocacy for our profession in national and state legislation.
- Receive *NAVTA Journal* and Enewsletters
- **Access to the NAVTA CE Portal and CE modules**
- **Robust Career Center** and resources
- **20% membership discount** if you are a specialist or member of your state association
- **10% discount** on VetMedTeam.com courses
- **10% off** Puppy Start Right for Instructors Course, hosted by the Karen Pryor Academy
- **20% discount** on Vetlexicon, the world's largest online clinical reference source, provided by Vetstream. In addition, NAVTA members can receive a free, 30 day trial!
- **20% off** FearFree Certification
- Discounts on movie tickets, theme parks, hotels, tours, Broadway and Las Vegas shows!
- Discounts with Embrace Pet Insurance
- **10% discount** on all online purchases at www.scrubidentity.com
- **Complimentary membership with VetCheck**—the amazingly simple veterinary communications software!
- **5% discount** on Disability Insurance through VetInsure
- **10% discount** from Petplan Pet Insurance
- **50% discount** on annual memberships with TrustedHousesitters
- **20% discount** on annual subscription to VetCompanion
- **15% discount** for I Love Veterinary Medicine merchandise

Visit www.navta.net
to learn more!

