



Terms of Reference for Committees or Project Groups

Committee or Project Group Name Advocacy and Communications Committee

Background

The World Small Animal Veterinary Association (WSAVA) has a long history spanning 65 years, with a global presence and influence in the companion animal veterinary industry. As the industry experiences rapid change and globalization, there is an increasing need for a unified voice to advocate for the needs of companion animal veterinary practice worldwide. WSAVA recently launched a new brand to enhance its visibility, understanding, and respect within the global community, particularly among early-career veterinarians. To further its mission of driving impactful change, WSAVA aims to establish an Advocacy and Communications Committee (ACC).

Aim / Purpose of the Committee or Project Group

The ACC aims to strengthen WSAVA's influence and impact by advising on strategies and tactics that:

1. Enhance global visibility, understanding, and respect for WSAVA's mission and initiatives.
2. Develop policies and campaigns that advance companion animal veterinary care and drive change globally.
3. Build strategic alliances with like-minded organizations to drive collaborative efforts and influence positive change in advancing WSAVA's mission.

Objectives of the Committee or Project Group

The committee's scope of work includes, but is not limited to:

1. Advising the WSAVA Executive Board and Secretariat on advocacy priorities and strategic communication initiatives, including the style, format, and content of such initiatives.
2. With the support of the Secretariat, developing and implementing advocacy campaigns on critical issues affecting companion animal veterinary practice globally.
3. Monitoring global trends and policies relevant to companion animal veterinary practice and recommending appropriate responses.
4. Facilitating partnerships with international organizations to amplify advocacy efforts and achieve mutual goals.
5. Evaluating the effectiveness of advocacy and communication strategies and recommending adjustments as needed.

Membership of the Committee or Project Group

The committee shall consist of individuals appointed based on their expertise and experience in advocacy and communications, with consideration given to diversity of background and global representation.

Committee members should have experience of one or more of the following: **competencies**

Committee members should possess the following competencies: ~~The highlighted sentence should be deleted.~~

1. Expertise in advocacy, communications, public relations, or related fields, ideally within the veterinary or healthcare industries.

2. Global perspective and understanding of international policies, regulations, and trends affecting veterinary practice.
3. Ability to strategize and prioritize advocacy efforts based on the needs of diverse global stakeholders.
4. Strong interpersonal skills and ability to collaborate effectively with diverse teams and stakeholders.
5. Experience in building and maintaining partnerships with global organizations and stakeholders.
6. Commitment to advancing the mission and values of WSAVA through effective advocacy and communications strategies.

Time Commitment

The project group will meet at least monthly for one hour via video call. All committee members are expected to attend and actively contribute to committee meetings, whether online or in-person, and respond to offline communication in a timely manner. It is possible that the time commitment will be greater in the initial months, whilst the group develop plans and allocate roles and responsibilities. On average, committee members can expect to give no more than five hours of time a month.

Other

All WSAVA committee and project group members agree to abide by the policies and processes set out within the WSAVA Policy and Process Manual.