



# National Veterinary Technician Week

## PUBLIC SERVICE ANNOUNCEMENT

- Send a public service announcement (psa)(approved by your association) to your local radio station. Most radio stations require a script format that can be read by the station's personnel. PSA's should include a start and stop date, the number of words, and the approximate reading time. A 30 second PSA has approximately 60 words. PSAs should be written with an emphasis on importance to the community so they will be more likely to receive air play. The following is an example of a PSA:

*The third week in October is National Veterinary Technician Week. A veterinary technician works closely with your veterinarian to ensure the best quality medical care for your pet. Veterinary technicians are trained professionals who graduate from a recognized college program that trains veterinary technicians. After graduation, they are responsible for many tasks. To learn more about becoming a veterinary technician contact; (your association phone or address).*

# CONTACT THE MEDIA

Contact the media far in advance and let them know about NVTW.  
They may want to do a feature on you or your clinic if special promotions are planned.

**The following is a sample letter to use to request interviews for NVTW.**

To: Newspaper, radio

Dear: (phone and make contact first)

As per our conversation on (date) , I will give you a little more background on myself and my association. I am a member of the (your association). (List executive, committee positions.

An Animal Health Technologist or Registered Veterinary Technician AHT/RVT is a college trained graduate. For a current list of programs see [www.caahtt-acttsa.ca](http://www.caahtt-acttsa.ca).

Attached are information sheets (below) on our profession.

There are seven AHT/RVT associations in Canada. These organizations are professional, member driven associations that register trained technicians.

Canada and the United States have declared National Veterinary Technician Week for their member organizations. We are declaring this week in our province.

I would appreciate if you could help me out. Across the province, technicians are approaching the local press for interviews about their jobs. I have (list AHT/VT related jobs here). I wish to promote the profession in the form of an interview. I am available at (list numbers here) and would be happy to speak with you regarding an interview. Thank you.

Sincerely.....

# MEDIA RELEASE

## **The following guidelines should be used to develop a press release:**

1. Type your press release on high-grade paper in double space format.
2. In the upper right corner of the cover page, place the name of your association, the contact person name, address and telephone number, and in the upper left corner, type the date the announcement is to be released (if it can be featured immediately, type “FOR IMMEDIATE RELEASE”)
3. Create a headline, although it may not actually be utilized in final print. It should be positioned in the middle of the cover page, approximately six to ten lines below the date.
4. Your press release should open with these identifying elements:  
WHO (the name of the organization)  
WHAT (the activity being advertised)  
WHEN (the day, date, and time of the event)  
WHERE (the location of the event)  
WHY (the reason the event is being offered, giving specific information about the purpose of the activity and its sponsors)
5. Check your release for correct spelling, information and grammatical errors. Proofread all names, addresses, titles, dates, figures, and facts in your copy before submitting the release.
6. Paragraphs should be liberally indented and brief.
7. Determine what areas of emphasis are desired, whose names and titles are to be mentioned, and who will be available for interviews.
8. Photographs should have the name and title of the individual written on or attached to the back. Good quality colored or black and white photographs are preferred. Digital photography can also be used, determine the specifications required.
9. Be aware of all newspaper deadlines so that all materials are submitted for publication on time (they are usually far in advance).
10. Personally deliver the photographs and news release to the newspaper.

Below is a sample media release that you can use to promote yourself as a profession. Please seek approval from your association regarding content.

For immediate release - National Veterinary Technician Week

(Your association) has proclaimed (current date) as National Veterinary Technician Week. The event is celebrated annually to recognize animal health technologists / registered veterinary technicians (AHT/RVT's) - (or your title) for their contributions as members of the animal health care team.

AHT/RVT's work closely with veterinarians and other members of the animal health care team. As a part of this team, they work hard to delivery quality animal health care. Primary responsibilities in the veterinary practice is delegated to the technicians, the behind the scenes staff who play a very significant role in the care of the animal. Often the pet owner is not aware of this role. Primary responsibilities in a practice involve animal nursing, administering medications, assisting in surgery, taking radiographs, inducing and monitoring of anesthesia, hospital management and laboratory duties. Technicians are also employed in educational facilities, biomedical research, sales, and other industries such as the military, animal shelters, production farms, education, etc. The job outlook for graduates of the 2 - 3 year programs continues to be very bright. In fact, there is a shortage of AHT/RVT's for available jobs in some areas. The companion animal population is in a growth situation in today's world, and we feel that society should be educated about our profession.

CAAHTT, the Canadian Association of Animal Health Technologists and Technicians, is promoting National Veterinary Technician Week. NVTW provides technicians across Canada an opportunity to celebrate their contributions as members of the animal health care team.

If you would like to learn more about (your association) or CAAHTT, contact: (your association address and phone) or visit the CAAHTT website at: [www.caahtt-acttsa.ca](http://www.caahtt-acttsa.ca)

# INFORMATION

Technicians play a very significant role in animal health care. AHT/RVT's work in a variety of areas within the field of veterinary medicine. High quality technical skills enable the technician to deliver humane, quality care to animals.

(National Occupation Classification HRDC #3213)

## **AHT/RVT's responsibilities may involve;**

- emergency and intensive animal nursing
- diagnostic procedures (laboratory)
- prepare and administer medications
- sterile prep & assist surgical procedures
- diagnostic imaging, radiographs/ultrasound
- administer and monitor various anesthetics
- dental prophylaxis
- wound and bandage care
- business management, administration
- physiotherapy/ hydrotherapy
- public education, client relations
- nutrition management
- charting of medical records

## **AHT/RVT's employment opportunities;**

- private veterinary practice
- zoos, wildlife rehabilitation
- self employed/animal training, pet sitting
- animal behaviorist
- biomedical research, laboratories
- animal shelters, humane societies, military
- industry sales representatives
- teaching hospitals, college institutions
- production farms (cattle feedlots, swine barns)
- meat inspection

Academic programs available across Canada are designed to meet the specific requirements of an AHT/RVT. The Canadian Association of Animal Health Technicians and Technologists (CAAHTT), maintains a list of colleges within Canada that includes those accredited by the Canadian Veterinary Medical Association (CVMA). AHT/VT courses offered are a 2 or 3 year diploma program. Further information about a program may be obtained directly from the college. The addresses are listed on the CAAHTT website along with important links to assist your career investigation.

Professionally trained AHT/RVT's provide the quality animal health care that is expected, especially in today's growing companion animal population. Employment outlook for graduates of AHT/VT programs continues to be very bright. In fact, there is a shortage of technicians for available jobs in some areas.

Representatives of the seven provincial associations founded the *Canadian Association of Animal Technologists and Technicians* in 1989. It is the joining of these provincial associations that makes CAAHTT truly a national body discussing issues with a national focus and playing an integral part in international issues. CAAHTT is allied with the *National Association of Veterinary Technicians in America (NAVTA)* of the United States and a member of the *International Veterinary Nurses and Technicians Association (IVNTA)*.

[www.caahtt-acttsa.ca](http://www.caahtt-acttsa.ca)

## Information sheet

In the human medical field there are a variety of health care workers that perform specific tasks. It is the same in the veterinary field. Most private practices have a veterinarian, an animal health technologist (AHT) a registered veterinary technician (RVT), and can also include a veterinary assistant, veterinary receptionist and a kennel worker. The average length of education for a veterinarian is 7-8 yrs., and 2-4 yrs. for an AHT/RVT. At some universities they may even train together. Both the veterinarian and the technologists take national examinations to ensure that your pet is receiving care from qualified, registered personnel.

Human medical facilities employ lab technicians, anesthetists, surgical nurses, radiology technicians, etc. In veterinary medicine, an AHT/RVT must be skilled in all these roles. Only through proper education and training can they successfully and safely treat your pet. An AHT/RVT cannot perform any surgeries, prescribe drugs or diagnose any illness; but all other responsibilities can be carried out under the supervision of a veterinarian. In fact, they are taught over 200 essential tasks before graduation. Veterinary assistants, and of course the receptionists serve as vital members of the animal health care team as they assist the veterinarian and technician in the care of hospitalized pets, and provide support to you, the client.

This information sheet is brought to you with the purpose of celebrating National Veterinary Technician Week. This week is to pay tribute to dedicated and hardworking animal health technologists / registered veterinary technicians who spend countless hours caring for your pets. Many people do not realize the time, money and

dedication technicians have invested in their education and career.