

2020 &  
2021

**UK Brachycephalic Working Group  
Report**





## UK BRACHYCEPHALIC WORKING GROUP

### ANNUAL SUMMARY REPORT OF ACTIVITY DURING 2020 & 2021

Prepared January 2022

The Brachycephalic Working Group BWG comprises leading UK dog welfare organisations, veterinary organisations, The Kennel Club, scientific & social researchers, government, and relevant breed club representatives. BWG aims to improve the health and welfare of brachycephalic (flat faced) dogs by working to reduce the impacts from conformation-related health issues on individual dogs as well as also curbing the current trend towards rising demand for brachycephalic dogs. BWG aim to achieve these goals by following a series of actions plans that target the brachycephalic welfare issue at several points. These actions have been defined in a detailed [Framework Document](#). Further information on BWG is available at [www.ukbwg.org.uk](http://www.ukbwg.org.uk).

BWG has had busy years during 2020 and 2021, with three full-group meetings during each year as well as many other meetings by the various BWG subgroups. All BWG meetings switched to virtual formats since March 2020 and have continued as virtual since.

BWG commenced a Strategy Review in early 2021 that is currently nearing completion and is anticipated to lead to updates to the Framework Actions for the group.

In addition to specific actions from the Framework Document, BWG also completed several other activities during 2020 & 2021:

- In 2020, BWG released a position statement [Setting a limit for conformational exaggerations in dog breeds](#) to halt the slide towards even more extreme conformations.
- In 2020, BWG released a position statement on the [Welfare Impacts from Sudden and Large Population Increases in Individual Dog Breeds](#).
- In 2021, BWG released a position statement affirming the prioritisation of animal welfare above the whims of humans: [“Maximising good health, welfare and temperament overrides all other considerations for dogs”](#).

- In 2021, BWG [reviewed the current UK and international legislation](#) in relation to brachycephaly in dogs and concluded that the current legislative framework already provides a means for the urgent action required to curb the further growth and popularisation of these types of dogs within the UK.
- In 2021, an expert group produced a [BWG Consensus Statement on heat-related illness in dogs](#) confirming this condition as a priority health issue for dogs with brachycephaly.
- In 2021, BWG adopted a strapline: '[Stop and think before buying a flat-faced dog](#)' that is now widely used both within BWG and also by many external partners.
- In 2021, an expert group produced a [BWG Consensus Statement on brachycephalic obstructive airway syndrome \(BOAS\)](#) to help veterinary practitioners and owners to make informed treatment decisions for brachycephalic dogs.
- In 2021, an expert group co-ordinated by BWG released a [Consensus Statement on Preventing and Moderating Heat-related Illness in Dogs](#) accompanied by an [Infographic](#) to assist with wide dissemination of the welfare messages.
- In 2021, BWG adopted the vision of '[A world where no dog experiences health-related welfare problems attributable to having been selectively bred for the brachycephalic conformation](#)' .
- In 2021, BWG agreed on a list of key [shared beliefs in relation to brachycephaly in dogs](#) .
- In 2021, BWG members contributed chapters to an international book that shared a holistic view on many aspects related to brachycephaly: [Health and welfare of brachycephalic \(flat-faced\) companion animals: a complete guide for veterinary and animal professionals](#)
- Public messaging: As part of BWG work to promote a wider social responsibility to breeding and owning dogs with brachycephaly via media, BWG issued several press releases on topics including the impact of the pandemic on the popularity of brachycephalic breeds (using KC registration and search data) and the potential issues this creates in terms of health and welfare, as well as underlining the BWG strapline of '*Stop and think before buying a flat-faced dog*', seasonal heat-related issues in brachycephalic dogs during the summer and warning potential owners of buying a brachycephalic puppy in the lead up to Christmas, using Google Trends data.

In addition these pieces of work, the current report shows activities and progress in relation to the list of 9 Actions from the current [Framework Document](#).

**Action 1:** *The Kennel Club to develop Breed Health and Conservation Plans for several brachycephalic breeds, including Bulldog, French Bulldog, Pekingese and Pug. Bespoke plans for each breed to be developed in collaboration with relevant stakeholders, including breed clubs, researchers, Breed Health Coordinators, and, for brachycephalic breeds, in consultation with the BWG. Such plans should also be made available to breeders of puppies that will not be registered with the Kennel Club so that the plans have the greatest possible welfare impact.*

The [KC Breed Health & Conservation Plans \(BHCPs\)](#) are a comprehensive plan made up of scientific evidence collated from a range of sources including insurance data, peer-reviewed literature, canine health scheme reports, and breed health surveys. As of the end of Jan 2022, all breeds will have a plan developed, including all brachycephalic breeds. Within the dedicated support group, the following brachycephalic breeds are included: (English) Bulldog, French Bulldog, Pug, Chihuahua (both varieties), Cavalier King Charles Spaniel, Dogue de Bordeaux, Shar Pei and Boxer. The breeds are encouraged to publish their plans and can be found on the relevant Breed Club/ Council websites. The plans for the breeds are formed as part of a consultation between the relevant breed clubs and Kennel Club, and whilst are not developed with direct participation from stakeholders within the BWG, are made available for input, and actions are shared with the group. The Kennel Club recommend their publication as part of the agreed consultation with the BWG to ensure wider support from the breadth of stakeholder groups is given to the action plans established within them for these breeds. BHCPs for the Bulldog, French Bulldog, Pekingese and Pug are to be updated frequently. Now that the project is nearing finalisation of the plans for every breed, the Kennel Club is exploring strategies to improve outreach and awareness across the wider dog owning communities.

**Action 2:** *BWG members to review the breed standards for brachycephalic breeds and recommend any changes for consideration by relevant breed health co-ordinators and breed clubs, the Breed Standards & Conformation Sub-group of the KC Dog Health Group and the KC Breed Standards and Studbook Sub-committee.*

#### *Breed Standards*

A sub-group formed from members within the BWG have proposed amendments for the Pug, Bulldog and French Bulldog standards based on a wide review of available scientific evidence. The Bulldog and Pug amendments are currently under review with the breed clubs and the KC. The KC Breed Standards and Studbook Sub-committee have indicated that they will consider any changes proposed by the breed clubs, whilst the Breed Standards & Conformation Sub-group of the KC Dog Health Group may consider proposing changes to the breed standards providing there is compelling evidence to support changes.

[Amendments proposed by the BWG Breed Standards Sub-Group to the French Bulldog breed standard](#) were reviewed by the KC and the breed clubs, and went live in November 2021, including the insertion that the well-defined muzzle should also ‘be clearly viewed in profile’ and that the nostrils should be ‘visibly’ open.

The Kennel Club announced this via a press release which included a comment from BWG spokesperson, KC spokesperson and French Bulldog Breed Health Coordinator – all of which are BWG members.

**Action 3:** *BWG to review points of concern for brachycephalic category 2 and 3 breeds, including exaggerated conformation and “difficulty breathing”, and make recommendations to the Breed Standards and Conformation Sub-Group of the KC Dog Health Group.*

Points of concern for brachycephalic breeds have been covered in the BHCPs. In addition, specific changes have been included in the breed standard updates. The “[Breed Watch Illustrated Guide](#)” published by the Kennel Club includes specific points of concern for show dogs (which includes brachycephalic breeds).

**Action 4a:** *BWG to understand and review current judge training (including continuing development) and practice, including the use of in-show health assessments such as exercise tolerance tests, with opportunity to make recommendations to the Breed Standards & Conformation Sub-group of the KC Dog Health Group.*

#### *The Judges’ Training and Vet Check sub-group*

A sub-group formed from members within the BWG have attended a variety of dog shows to speak to vets, judges and breeders about how the current process works. The sub-group is working closely with the Kennel Club to create a set of recommendations aimed at ensuring that the relevant issues surrounding brachycephalic health and welfare are encompassed in both judges training and vet checks at championship shows. The sub-group have attended a Judges’ Competency Framework seminar. Suggestions to strengthen judges’ education, specifically with regard to brachycephalics and the inclusion of body condition scores have been noted.

The [Judges Competency Framework](#) has been developed for the education, approval and listing of every level of judge, from those who aspire to judge, right through to open show judges and those who go on to award Challenge Certificates and judge championship show groups, and Best in Show. The system has been designed taking into account the feedback received from exhibitors, show societies and judges.

**Action 4b:** BWG to review the current vet-check systems in place at major dog shows, with opportunity to make recommendations to the Breed Standards & Conformation Sub-group of the KC Dog Health Group.

Following the rollout of the [Judges Competency Framework](#), updates to the vet-check systems should then follow.

**Action 5:** BVA to investigate brachycephalic health scheme with breed health co-ordinators and Kennel Club, informed by other BWG members.

It is no longer planned that the BVA will develop a brachycephalic health scheme. BVA is currently working alongside the Kennel Club scoping the development of a spinal scheme that would incorporate some brachycephalic breeds.

The [Kennel Club and University of Cambridge Respiratory Function Grading Scheme](#) was launched on the 2<sup>nd</sup> February 2019, focusing on providing breeders and owners of French Bulldogs, Bulldogs and Pugs with advice and guidance on whether or not to breed from their dogs. To September 2021, 1351 dogs have been graded, 453 bulldogs, 621 French bulldogs and 297 pugs with the following results.

RF Grade					
	0	1	2	3	Total
<b>Bulldog</b>	133 (31%)	242 (56%)	53 (12%)	5 (1%)	433
<b>French Bulldog</b>	291 (47%)	257 (41%)	66 (11%)	7 (1%)	621
<b>Pug</b>	89 (30%)	152 (51%)	47 (16%)	9 (3%)	297
<b>Total</b>	<b>513 (38%)</b>	<b>651 (48%)</b>	<b>166 (12%)</b>	<b>21 (2%)</b>	<b>1351</b>

These grades are improved on the initial BOAS grades reported within the breeds which fits with breeders choosing to put forward the less affected dogs for breeding. The number of grade 0 dogs from all breeds that are being registered is encouraging. As Covid restrictions are lifted health testing days should be easier to organise. We have 39 regional assessors with an annual meeting to discuss the Schemes results and audit cases. This meeting was online in 2021 but hopefully will be face to face in 2022.

There is an ongoing project at Cambridge University looking at the health of 13 other brachycephalic breeds (Affenpinscher, Boston Terrier, Boxer, Dogue de Bordeaux, Chihuahua, Cavalier King Charles Spaniel, Giffon bruxellois, King Charles Spaniel, Maltese, Shih Tzu, Pomeranian, Pekingese) which should be complete in four years. At this stage it will be possible to develop RFG Schemes for other breeds (if needed).

The discussion between breeders across the world has led to the RFG Scheme being adopted by some other countries. The Kennel Club is supplying not for profit licenses so that the scheme is standardized and the data is available to share amongst all participating countries. At the moment Denmark, the Netherlands, New Zealand, Portugal have signed not for profit licences. The license is in review for Sweden, Norway and Australia and meetings have been held with North America, Italy, Switzerland and South Africa. The Kennel Club is finalising online training which can support the development of the Scheme in other countries.

.. The “5 Star Health Scheme” has been published by the Pug breed council, which includes the RFG scheme. In addition, there are French Bulldog and Bulldog health testing schemes in place which support the RFG scheme.

**Action 6:** *BWG to communicate with companies and marketing bodies to seek commitments that they will not use brachycephalic breeds in their designs and imagery.*

#### *Advertising Position Statement*

BWG issued a position statement on [the use of brachycephalic dogs in advertising and the media](#), which was also issued as a press release.

**Action 7:** *Following 2017 launch with the Kennel Club, ensure The Puppy Contract is prominent in BWG member communication channels, e.g. websites, social media and any print or broadcast media output on puppy-buying.*

BWG continues to widely promote the use of the [Puppy Contract](#). The new-look Puppy Contract website was launched in October 2018. These resources are being used by breeders and buyers alike. The contract is downloaded approximately 1,600 times each month and the factsheet for breeders is downloaded on average 850 each month.

**Action 8:** *Veterinary members of BWG to collaboratively undertake activities at the individual, community and national levels (as outlined above) to influence demand for healthy dogs.*

- Members of BWG have presented on issues related to brachycephalic health at several national and international conferences and meetings including BSAVA, UFAW, ALAW, ACVIM, APDAWG, WSAVA and the Royal Society of Medicine.
- BVA and BSAVA worked collaboratively to collate useful resources for vets and vet nurses with input from other BWG members: [Online Resources to Support Veterinary Professionals in Practice](#)
- BVA Congress sessions on [Britain's Puppy Boom at London Vet Show 2021](#) included contributions from Rowena Packer.
- [BVA hosted blog from Jane Ladlow](#) which was disseminated to the veterinary professions via social media and member communications, including promotion of the RFGS and BOAS guidelines for veterinary practitioners.
- BVA and BSAVA, alongside other animal welfare organisations, successfully lobbied for measures included within the Kept Animals Bill that should help to tackle the illegal importation of puppies e.g. reducing the number of animals permitted per non-commercial consignment, raising age of import and limiting the import of pregnant bitches.
- BVA called for urgent enforcement action to clamp down on illegal fertility clinics in a press statement in response to the BBC documentary 'Britain's Puppy Boom: Counting the cost'
- BVA continues to support the Defra #Petfished and Scottish Government's #BuyAPuppySafely campaigns
- Supportive media statements in relation to BWG publications and workstreams.
- PDSA has continued to promote its *WhichPet?* veterinary consultation framework, to support the provision of pre-acquisition advice, by veterinary professionals, to prospective pet owners. Communication channels have included a chapter within the newly published book: *Health and welfare of brachycephalic (flat-faced) companion animals: a complete guide for veterinary and animal professionals* (eds Packer RMA and O'Neill DG, 2022).

**Action 9:** BWG members to promote, support and engage with research that aims to improve and increase the evidence base on brachycephalic dog health and welfare.

BWG members have continued to be highly active in primary research related to brachycephaly in dogs during 2020 and 2021.

BSAVA

- **Usage of items in the BSAVA Library ‘brachycephalic resources’ collection during 2021:** Total collection visits (Jul-Dec 2021): 1925

		Abstract views	Full access
<b>Gasping for air: how badly is my patient affected?</b>	Congress lecture 2021	152	24 podcast plays, 10 resource handout downloads
<a href="#">Take a deep breath: BOAS surgery doesn't have to be scary</a>	Congress lecture 2021	262	18 podcast plays
<b>Anaesthesia in BOAS patients: protocols and pitfalls</b>	Congress lecture 2021	311	62 podcast plays, 20 resource handout downloads
The team approach to the brachycephalic patient	Congress lecture 2021	101	10 podcast plays

- **BSAVA Congress 2021 included a dedicated half day session on brachycephalics**

Module	Session	Attendance
Brachycephalics	Gasping for air: how badly is my patient affected?	469
Brachycephalics	Take a deep breath: BOAS surgery doesn't have to be scary	382
Brachycephalics	Anaesthesia in BOAS patients: protocols and pitfalls	206
Brachycephalics	The team approach to the brachycephalic patient	192

- A 2021 revised version of the [BSAVA Position Statement on Inherited diseases and exaggerated characteristics](#) as reviewed by members of BSAVA Scientific Committee (Sarah Caddy, Alex German, Jeremy Kirk, Caroline Kisielewicz, Lisa Morrow, Ian Self, Melissa Upjohn, James Warland) is available online.

## RSPCA

- The RSPCA has provided reactive responses to articles highlighting the health and welfare issues affecting brachycephalic dogs. We have also taken opportunities to proactively highlight this issue. For example, an [eight year old English bulldog in our care requiring BOAS surgery](#).

## Royal Veterinary College

- The Royal Veterinary College (RVC) [Brachycephalic Research Team](#) continues to work towards a vision to reduce the negative welfare impacts of brachycephalism on companion animals through world-leading research and education.
- VetCompass have created infographics to support many of the RVC publications that are freely available [VetCompass Infographics](#).
- RVC Researchers contributed to national and international events on brachycephaly, including:
- Dr Rowena Packer:
  - Companion Animals New Zealand Conference “Towards a Good Life” (November 2021, Online): “Breeding towards a good life”
  - Swiss Animal Protection (SAP) 8th Pet Conference and 2nd Extreme Breeding Conference "Bred to suffer: Lovely but sick!" (September 2021, Olten, Switzerland) “The UK Brachy Boom: How have we got here, and what are we doing about it?”
  - Online Veterinary Conference Australasia (July 2021, Online) “How vets can positively influence the welfare of brachycephalic dogs?”
  - Life Science Centre (Newcastle, UK) Speakeasy (April 2021, Online) “What the Pug? Should we ban selective breeding for pets?”
  - Royal Society of Medicine Comparative Medicine webinar “Breathe easy, sleep well: Obstructive sleep apnoea and brachycephalic airway syndrome in humans and companion animals” (January 2021, Online) “Caregiver perceptions of breathing problems in dogs”
  - All-Party Parliamentary Dog Advisory Welfare Group (APDAWG) webinar (February 2021, Online) Welfare problems of flat-faced dogs – can we ever solve them?
- Dr Dan O’Neill:
  - XUFaw Animal Welfare Conference (June 2021 Online): Show me the brachy data! Are flat-faced dogs really unhealthier than other dogs? All-Party Parliamentary Dog Advisory Welfare Group (APDAWG) webinar (February 2021, Online): Welfare problems of flat-faced dogs - can we ever solve them? World Small Animal Veterinary Association WSAVA Conference (Nov

2021 Online): Is there more to the brachycephalic head story apart from  
boas? - The evidence

- World Small Animal Veterinary Association WSAVA Conference (Nov 2021 Online): Flat-faced Lie or Truth: Brachycephalics Are Less Healthy? The Big Data AnswerA-LAW UK Centre for Animals Law (Feb 2021, Online): Genetics and conformities
- RVC Researchers Dr Rowena Packer and Dr Dan O'Neill co-edited the first textbook dedicated to the health and welfare of brachycephalic companion animals, published in summer 2021 and exploring both clinical and societal aspects of the brachycephalic crisis, with chapter contributions from >30 world experts: PACKER RMA and O'NEILL DG (Editors, 2021) [Health and Welfare of Brachycephalic Breeds: A Guide for Veterinary Professionals](#). CRC Press (Taylor & Francis Group)
- The RVC has led on several peer-reviewed publications related to brachycephaly in dogs:

### 2020 RVC papers

HALL, E. J., CARTER, A. J. & O'NEILL, D. G. 2020. Dogs Don't Die Just in Hot Cars—Exertional Heat-Related Illness (Heatstroke) Is a Greater Threat to UK Dogs. *Animals*, 10, 1324.

HALL, E. J., CARTER, A. J. & O'NEILL, D. G. 2020. Incidence and risk factors for heat-related illness (heatstroke) in UK dogs under primary veterinary care in 2016. *Scientific Reports*, 10, 9128.

O'NEILL, D. G., PEGRAM, C., CROCKER, P., BRODBELT, D. C., CHURCH, D. B. & PACKER, R. M. A. 2020. Unravelling the health status of brachycephalic dogs in the UK using multivariable analysis. *Scientific Reports*, 10, 17251.

O'NEILL, D. G., PACKER, R. M. A., LOBB, M., CHURCH, D. B., BRODBELT, D. C. & PEGRAM, C. 2020. Demography and commonly recorded clinical conditions of Chihuahuas under primary veterinary care in the UK in 2016. *BMC Veterinary Research*, 16, 42.

PACKER, R. M. A., O'NEILL, D. G., FLETCHER, F. & FARNWORTH, M. J. 2020. Come for the looks, stay for the personality? A mixed methods investigation of reacquisition and owner recommendation of Bulldogs, French Bulldogs and Pugs. *PLOS ONE*, 15, e0237276.

PEGRAM, C., WONHAM, K., BRODBELT, D. C., CHURCH, D. B. & O'NEILL, D. G. 2020. Staffordshire Bull Terriers in the UK: their disorder predispositions and protections. *Canine Medicine and Genetics*, 7, 13.

PEGRAM, C. L., BONNETT, B. N., SKARP, H., ARNOTT, G., JAMES, H., HEDHAMMAR, Å., LEROY, G., LLEWELLYN-ZAIDI, A., SEATH, I. J. & O'NEILL, D. G. 2020. Moving from information and collaboration to action: report from the 4th international dog health workshop, Windsor in May 2019. *Canine Medicine and Genetics*, 7, 4.

RADULESCU, S. M., HUMM, K., ERAMANIS, L. M., VOLK, H. A., CHURCH, D. B., BRODBELT, D. & O'NEILL, D. G. 2020. Vestibular disease in dogs under UK primary veterinary care:

Epidemiology and clinical management. *Journal of Veterinary Internal Medicine*, 34, 1993-2004.

SANCHEZ VILLAMIL, C., PHILLIPS, A. S. J., PEGRAM, C. L., O'NEILL, D. G. & MEESON, R. L. 2020. Impact of breed on canine humeral condylar fracture configuration, surgical management, and outcome. *Veterinary Surgery*, 49, 639-647.

## 2021 RVC papers

HALL, E. J., CARTER, A. & O'NEILL, D. 2021. New thinking on heat-related illness (heatstroke) in dogs. *Kennel Gazette*. The Kennel Club Limited.

HALL, E. J., CARTER, A. J., BRADBURY, J., BARFIELD, D. & O'NEILL, D. G. 2021. Proposing the VetCompass clinical grading tool for heat-related illness in dogs. *Scientific Reports*, 11, 6828.

O'NEILL, D. G., BRODBELT, D. C., KEDDY, A., CHURCH, D. B. & SANCHEZ, R. F. 2021. Keratoconjunctivitis sicca in dogs under primary veterinary care in the UK: an epidemiological study. *Journal of Small Animal Practice*, 62, 636–645.

O'NEILL, D. G., PACKER, R. M. A., FRANCIS, P., CHURCH, D. B., BRODBELT, D. C. & PEGRAM, C. 2021. French Bulldogs differ to other dogs in the UK in propensity for many common disorders: a VetCompass study. *Canine Medicine and Genetics*, 8, 13.

PACKER, R. M. A., BRAND, C. L., BELSHAW, Z., PEGRAM, C. L., STEVENS, K. B. & O'NEILL, D. G. 2021. Pandemic Puppies: Characterising Motivations and Behaviours of UK Owners Who Purchased Puppies during the 2020 COVID-19 Pandemic. *Animals*, 11, 2500.

BRINCAT BL; MCGREEVY PD; BOWELL V; PACKER RMA. 2021. Who's getting a head start? Mesocephalic dogs in still images are attributed more positively valenced emotions than dogs of other cephalic index groups. *Animals*, 12(1), 49

## The University of Cambridge

- The [Cambridge BOAS Research Group](#) continues its aims to improve breed health long-term and optimise current treatment options for upper airway obstructions with evidence-based medicine. In 2019 there was data published on validation of exercise testing and laryngeal auscultation for grading brachycephalic obstructive airway syndrome in pugs, French bulldogs, and English bulldogs by using whole-body barometric plethysmography. Jane has spoken at numerous conferences over the last 2 years, including BSAVA, ECVS, Italian Veterinary Conference, SVST, London Vet Show, Vet South, ECVIM, RSM and WSAVA, and has also spoken at conferences organised by the Swedish Pug Club, the Finnish French bulldog club and the Norwegian Kennel Club.

- The [Kennel Club and University of Cambridge Respiratory Function Grading Scheme](#) was launched on the 2<sup>nd</sup> February 2019, focusing on providing breeders and owners of French Bulldogs, Bulldogs and Pugs with advice and guidance on whether or not to breed from their dogs. Update is above.

## Dogs Trust

Long term campaign to stop the trade in illegal importation of dogs and puppies, many of which are brachycephalic breeds particularly French bulldogs. The recent Animal Welfare (Keep Animals) Bill is starting to progress and DT have given evidence to support these legislative actions **and will continue to lobby for the closure of any potential loopholes**. We continue to provide grants to researchers through our Canine Welfare Grants, which included projects related to brachcephaly. Through our individual corporate relationships with large businesses, we discuss the use of these breeds within media and the impact this can have.

## The Kennel Club

- Monitor show dogs, some of which will contribute to future gene pools, through a Breed Watch system, providing opportunities for judges and observers to highlight and record emerging health problems.
- Promote and make the RFGS accessible to owners and breeders – which is also collecting data on BOAS so we can better understand the condition.
- Commissioned and produced an RFG training video for UK and international vets.
- The Kennel Club Charitable Trust has pledged over £250k to help advance research into brachycephalic dog health and support future research into Brachycephalic Airways Obstructive Syndrome in 13 more breeds at the University of Cambridge. Also liaising with the Genetics Centre Team at Cambridge to determine further relevant projects with these breeds.
- Developed a neurology development group consisting of European specialists, and plan to commence discussions for projects relevant to neurological disease in the top three breeds.
- Provide transparency and health data through a registration system and online through a Health Tests Results Finder facility and Coefficient of inbreeding calculator to advise breeders and puppy buyers.
- Continuing to implement Breed Health and conservation plans for each breed, alongside breeders and breed clubs, to collate all health information and use this as a unique resource and evidence base to provide a roadmap for breeders and clubs to maintain a healthy breed population and support balanced breeding decisions which make health a priority. Encouraging breeds to make these publicly available and raise awareness of what both the breeds and the KC are doing to combat known conditions in their breed.

- The Kennel Club Charitable Trust in part funds VetCompass research into dog health, including research into brachycephaly and related conditions.
  - At events like Crufts and Discover Dogs the KC flyers brachycephalic health literature – with separate consumer and breeder leaflets, aimed at each audience to raise awareness of potential health issues, how to find out more or source a puppy responsibly if you still wish to get one and for breeders, information about the RFG Scheme and how to access it.
- We develop, fund and distribute education assets such as flyers, videos, celebrity and influencer engagement pieces, social media posts and press releases to raise awareness of brachycephalic health issues with all audiences.
- PR and comms – look for relevant news hooks to raise awareness of brachycephalic issues. Any proactive or reactive comms/media work relating to brachycephalic breeds we signpost to BWG and resources on brachycephalic health for any audience