



UK Brachycephalic Working Group Strategy 2022-2025

Brachycephalic Working Group (BWG) is composed of organisations representing the major dog welfare stakeholders in the UK.

BWG was established in 2016 to address health and welfare problems associated with selective breeding for brachycephaly (a flattened face) in dogs e.g. English Bulldog, French Bulldog, Pug.

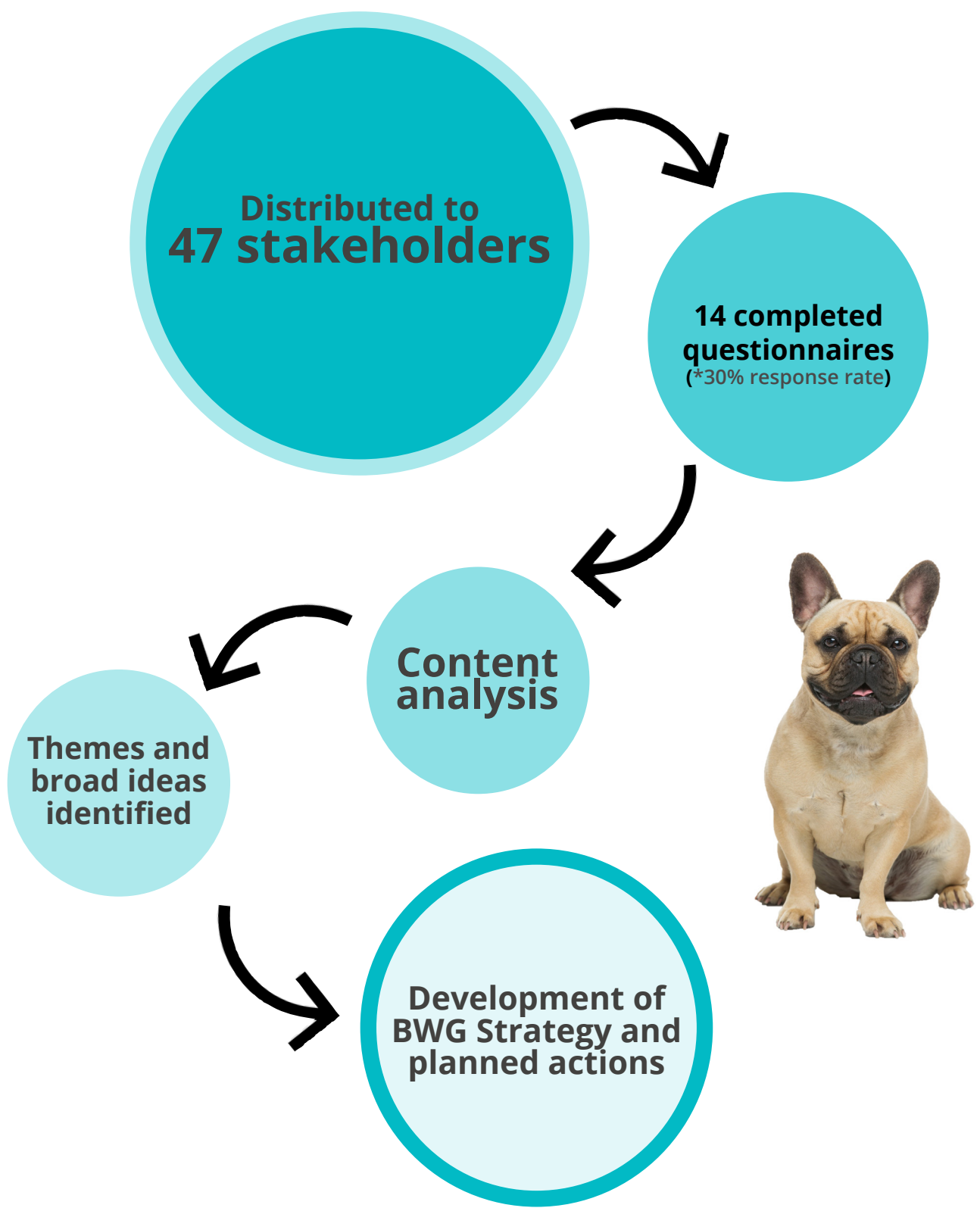


While some progress has been made, we recognise there is still a long way to go to safeguard the welfare of dogs from brachycephaly – both to **reduce the negative impacts** of brachycephaly on the **current** generation of dogs and to breed towards less extreme and healthier dogs for **future** generations.

BWG Strategy Development

The new BWG strategy gives an updated direction and plan for 2022-2025.

- A **questionnaire** was distributed to members of BWG and external groups interested in the welfare of dogs with brachycephaly. e.g. dog breed clubs, dog registering bodies, veterinary and academic bodies, all-party parliamentary groups, charities, media representatives and others.
- The questionnaire asked how respondents felt about the BWG: what was being done **well**, what could be done **better**, what had been done **badly** or had **failed** to be addressed.



Key next steps

The following **3 key themes** were identified from the questionnaire responses:

1.

Dramatically reducing the numbers and popularity of dogs with brachycephaly

2.

Promoting a more moderate and healthier bodyshape for future dogs with brachycephaly

3.

Reducing the negative impacts of brachycephaly on the current generation of dogs with brachycephaly

Routes towards achieving the 3 key themes

Effective communication of 'Stop and think before buying a flat-faced dog' message

Increase the proportion of dogs bred and bought that are health tested

All dog-buyers to source healthy, happy pets, responsibly

Stop images of dogs with brachycephaly being used in advertising, marketing or social media unless there is a direct welfare link for the dogs

Use breeding plans that increase genetic diversity to improve health within breeds with brachycephaly

All veterinary practices to be aware of BOAS surgical guidelines

Stop illegal importation of brachycephalic dogs

Ensure the hobby of dog showing promotes and rewards healthy dogs

Increased number of respiratory function grading assessments carried out by vets



The BWG Strategy document publicly shares our plan for the coming years to protect the health and welfare of both current and future generations of dogs with brachycephaly

[Read the full strategy](#)

BWG encourages anyone considering getting a dog with brachycephaly to

"Stop and think before buying a flat-faced dog"

