



PRESS RELEASE AND PHOTOGRAPH

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PET HEALTH COUNSELLOR OF THE YEAR UNMASKED AT BSAVA

A masked ball at BSAVA Congress was the setting for revealing this year's "*Royal Canin Pet Health Counsellor (PHC) of the Year*", which was won by Sarah Adamson from the Garston Veterinary Group, who scooped £1500 holiday vouchers and an engraved bracelet.

The winner was chosen from the year's "*Royal Canin Pet Health Counsellor of the Month*", whose case study entries were assessed by veterinary behaviourist, Sarah Heath, BVSc MRCVS. Commenting on the standard of entries, Sarah Heath said, "It was an incredibly difficult decision to select an overall winner, as all these veterinary nurses who undertake the Royal Canin Pet Health Counsellor training do more than is expected of them to promote the services of their practices. They are highly dedicated in their work, which is of undoubted benefit to their practices. "

Each of this year's "*PHC of the Month*" winners had won £200 worth of vouchers and the entries, which formed the criteria for judging the overall winner of the year, were from Sarah Adamson, Dawn Childs, Sarah Emery, Anna Graham, Rachel Price, and Nicole Robinson.

Sarah Adamson, this year's winner, works for the Garston Veterinary Group at Frome, Somerset, and said of her win, "I'm surprised and absolutely delighted to have won and would like to particularly thank all at Garston Vets, as well as Hadyn O'Neile at my previous employers, Aniwel Vet Clinic, for their support.

"I am particularly interested in nutrition, which is why I undertook this training. The most rewarding aspect of all the clinics I run is in renal cases in cats. We are able to do a blood test, provide the owner with a special diet rather than medication in the first instance. Then when they come back in six weeks and the levels are improved, it makes me believe in the importance of these diets and nutrition even more."

Sarah has set up many "nurse clinics", including pet weight management, adolescent checks and dental care services, and "puppy parties". All of these initiatives are offered free of charge to the Practice's clients to educate, encourage and help clients to look after their pets. She has been successful in getting local press coverage, including a pet health feature. Sarah also takes every opportunity to promote the Practice at local events and, in 2005, she organised a trade stand at the popular Frome Cheese Show. All these actions have increased awareness of pet health issues among clients of the practice.

Now in its 11th year, the search for next year's winner is already underway with May's "*Royal Canin PHC of the Month*" being announced shortly.



Photograph:

“Royal Canin Pet Health Counsellors of the month”, pictured with overall winner Sarah Adamson (centre right in purple) being presented with her award by Sarah Heath (centre left). Back row L-R are the organisers from Royal Canin - Kate Braunton, Gill Furniss and Chris Shouls.