



**STRANGLES
AWARENESS
WEEK**
1-7 MAY 2023

Brought to you by:



IMPACT

Almost

8.5 million

people reached
through press and social media



Our impact survey suggests horse owners are...

5x more likely to take their horse's temperature

after events

3x more likely to take their horse's temperature

weekly

(Facebook poll ran 14 days N=66)



An estimated...

2,500 horses

are more likely to have their temperatures taken as a preventative measure against infectious disease

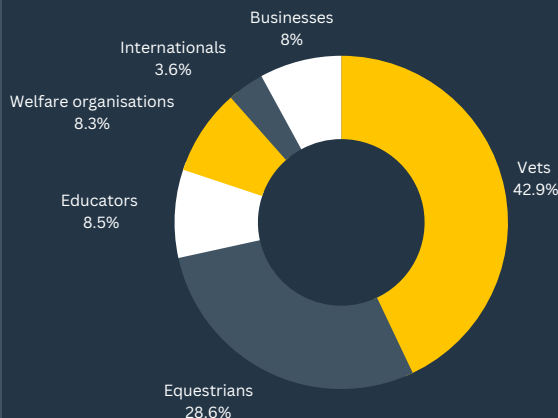
CAMPAIGN ENGAGEMENT

Our Ambassador list boosted to

630

(296 new Ambassadors in 2023)

Over 500 social media posts by SAW Ambassadors



Facebook user

"Would love a thermometer. I've never checked temperature before but I now know it should be 37.5-38.5 degrees Celsius and watched Piggy's video which was very helpful."

Two incredible star prizes thanks to our celebrity supporters Piggy March and Richard Davison!



BIG THERMOMETER GIVEAWAY

384

Big Thermometer Giveaway packs requested by...

245 yards

90 vet practices

26 equine colleges and venues

23 other equine professionals

8,000

extra thermometers now in grooming kits across the UK

“

Each competitor received a SAW thermometer with the powerful message that equine get-togethers can carry risks, which are mitigated by temperature checks. ”

Event organiser



The Big Thermometer Giveaway respondent

"I'd love to win this as I admit I don't take my horse's temperature as often as I should."

KNOWLEDGE SHARING

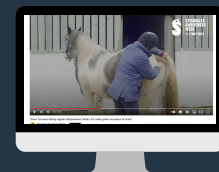
300+

sign up to the international 'Taking the Heat Out of Strangles' webinar

One outbreak, many stories - special film from owners at High Moor Livery viewed over

30,000

times.



Temp checking top tips films made by horse owners for horse owners

A podcast, especially for vets, produced with Vet Times with latest guidance on vaccination in the fight against strangles



Senior Veterinary Advisor to the FEI shared how temp checking has saved the lives of horses from infectious disease

