

Is it humans or animals today?

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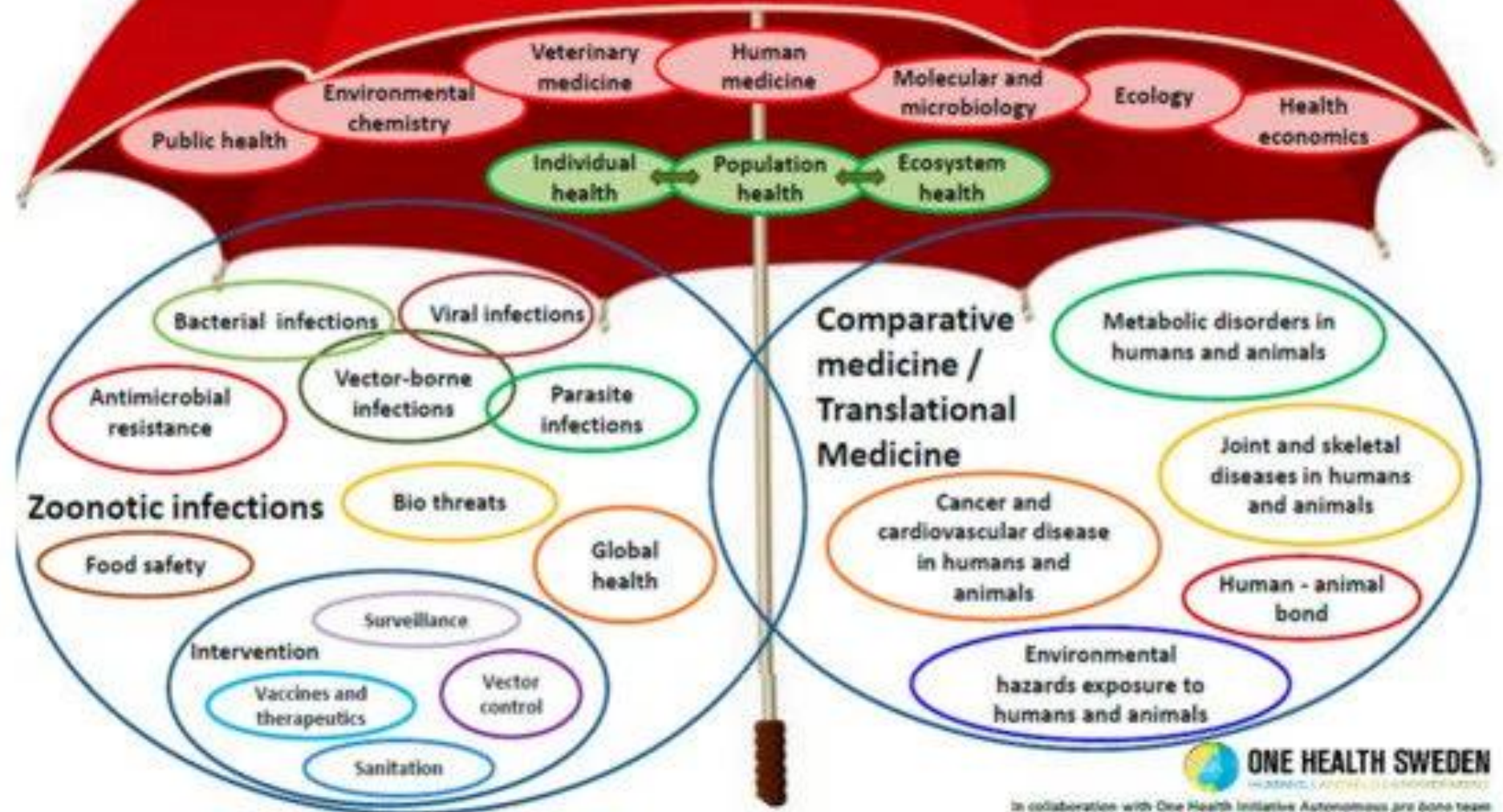
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See anything familiar?



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One Health



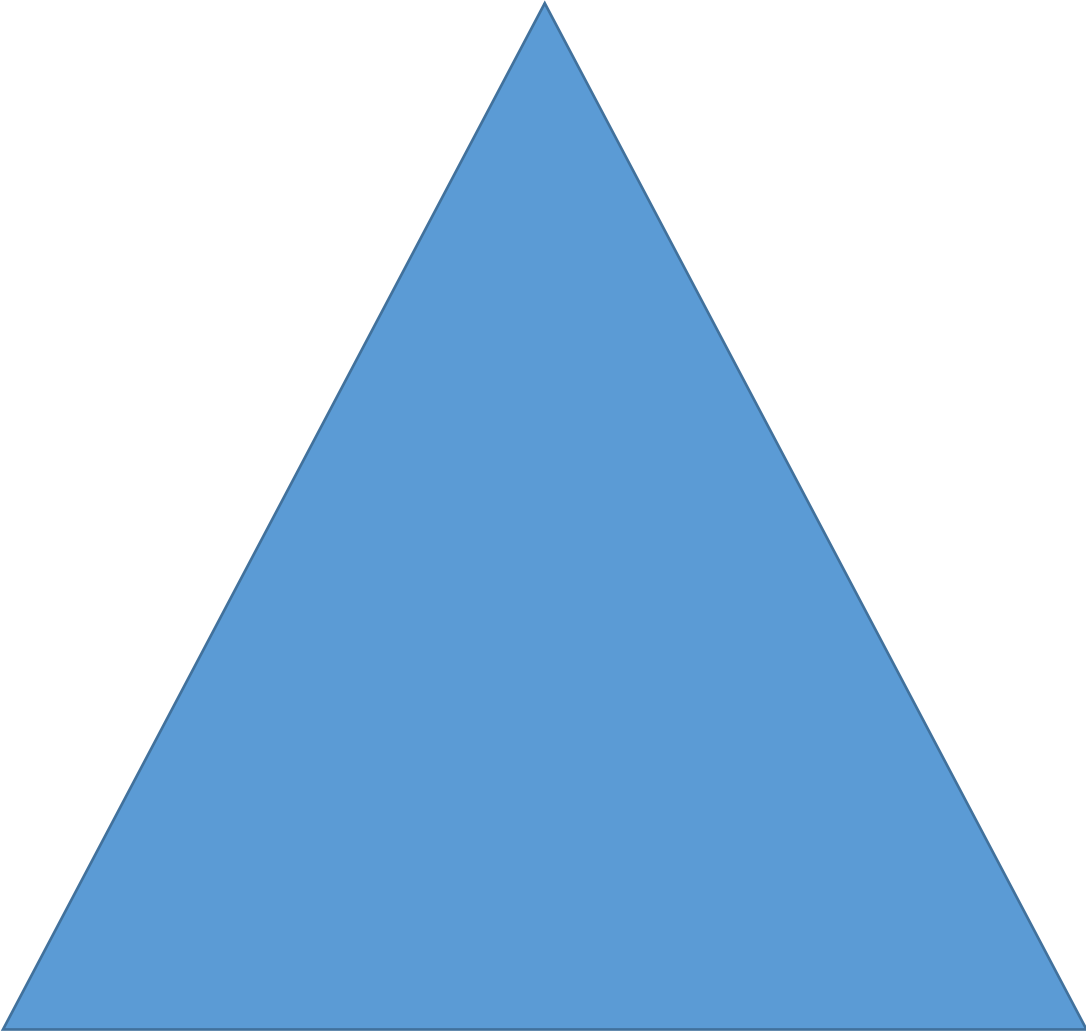
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 **ONE HEALTH SWEDEN**
HEALTHIER. SAFER. SUSTAINABLE.

In collaboration with One Health Initiative Autonomous gräddans team

Animals

One Health



People

Environment



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The Historians

Hippocrates – 460-370BCE

In his work, “Air, Water & Places”,

Louis Pasteur – 1822-1895

Pasteur understood that when a rabid dog bit a person, some kind of infectious agent was transmitted

Rudolf Virchow – 1821-1902

“Between animal and human medicine there are no dividing lines – nor should there be”.

Calvin Schwabe (1927-2006)

, “Veterinary medicine is the field of study concerned with the diseases and health of non-human animals. The practice of veterinary medicine is directly related to man’s wellbeing in a number of ways.”



Perhaps more familiar?

“Its never just about the animals”
James Herriot (1978)



“A small pet animal is often an excellent companion for the sick, for chronic cases especially” Florence Nightingale (1859)

Does this stuff matter?



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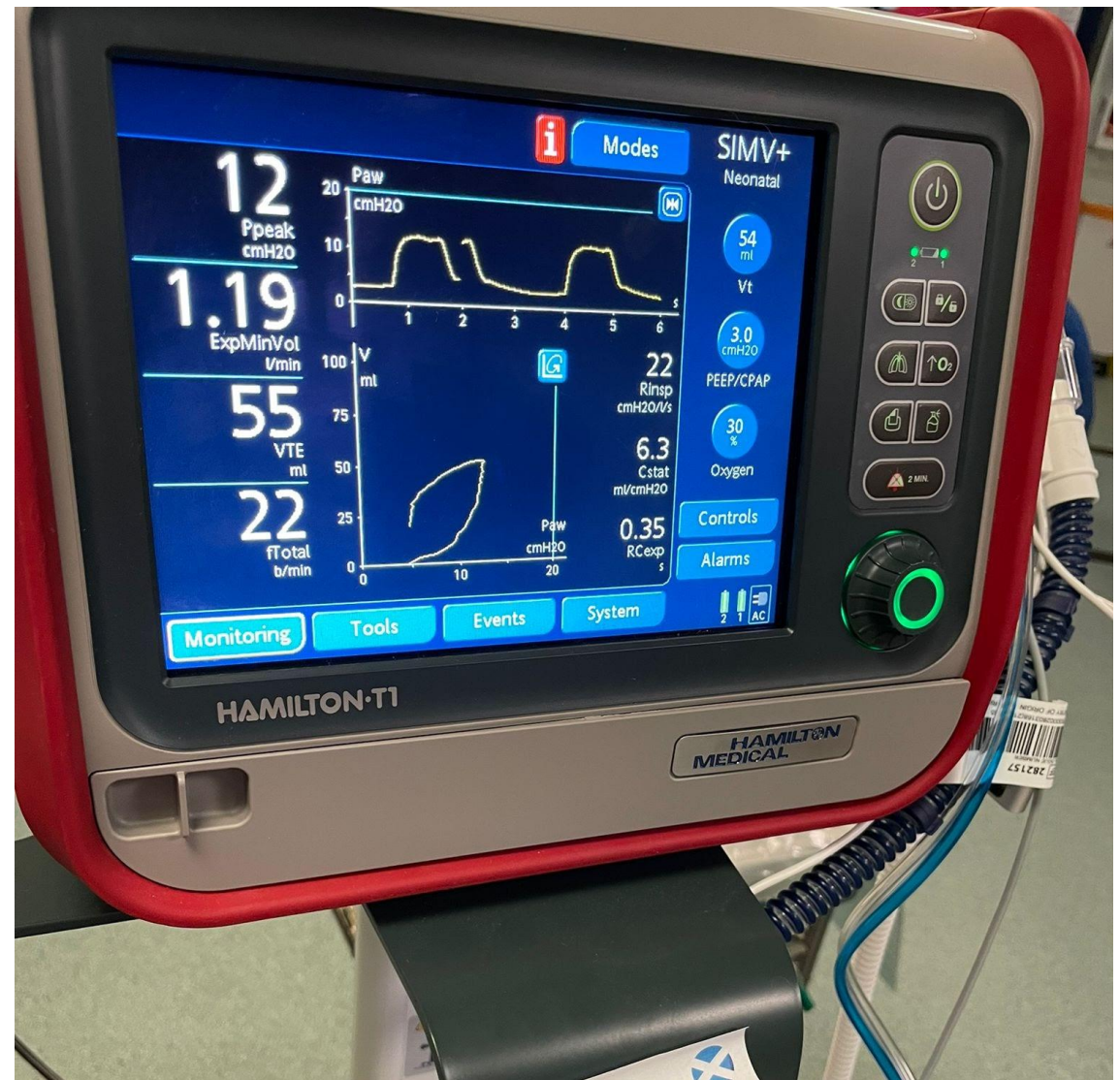


Why is this relevant?

- Medicines management
- Emerging disease
- Increasing acuity of healthcare
- Client demographic and individual support
- Human animal bond
- Client expectation and health literacy
- Increasing role of veterinary professionals in public health







What does this all mean in practice?

Prevent ITU admissions?

PDSA and BP checks
Smoking and COPD
Abusive relationships

Emerging disease

Monkey pox
AMR
Respiratory viruses (easy transmission)
Food borne infections

The Big Five

MSK
Cancer
Infection control
Neurology
Regenerative medicine

Shared Learning

End of Life
Costs

Shared Learning

Human Factors
Patient Safety
Civility
Care Bundles
Care Planning

Veterinary Nursing
Care Plans
Theory and Practice



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The
human
animal
bond



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A One Health approach to smoking cessation

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Background

- The negative health burden of smoking is well documented, yet 14% of the UK population still smoke ¹
- Smoking harms nearly every organ in the body, reduces life expectancy and may cause chronic conditions which may have a negative impact on quality of life.
- Passive smoking can also cause long term health problems including declined lung function and asthma.
- Despite the wide range of resources available, many people find it difficult to stop smoking.
- Even people with current smoking-related health problems will continue to smoke, often exacerbating their condition.

Method

- A collaboration between the Royal College of Nursing (RCN) and the British Veterinary Nursing Association (BVNA) as part of the VN Futures ² initiative has used a One Health approach to support smoking cessation.
- The aim of this project was to highlight veterinary research that demonstrates the effects of passive smoking may extend to animals as well as humans ^{3,4}.
- A joint press release was written and disseminated widely, with the aim of sharing the information with the general public as well as both veterinary and human centred nursing professions.

The objective of disseminating the information widely was so that:

- a) human centred nurses might have a novel approach when discussing smoking cessation
- b) veterinary nurses might feel more confident to discuss smoking cessations with owners within the context of the health and wellbeing of their pet
- c) existing smokers with pets might be provided with a new, strong incentive to give up smoking

Results

- The RCN communications team tracked references to the press release.
- The resulting media attention was above and beyond the expectation of the team.
- Within the UK, as a result of the press release, there were two prime time television / radio interviews with representatives from the Royal College of Nursing, VN Futures and the British Veterinary Association.
- Two national radio channels highlighted the research, which was then shared with twelve local radio stations across the UK.
- Two national newspapers ran the story.
- References and related interviews were noted in Australia, USA and Brazil.
- Two professional nursing journals ran articles about the collaboration.

Media coverage of press release by country



Author being interviewed on prime time television as a result of the press release



Conclusion

- While direct quantitative analysis of the impact of sharing information about passive smoking in animals cannot be measured. It was deemed that using a press release to disseminate information on this topic was successful, as the information was shared widely.
- It was a popular topic and was used by a number of media outlets, with many electing to develop it as a feature with associated interviews and follow up.
- This project demonstrates that collaboration between veterinary and human centred nursing may have the potential to offer novel solutions to complex and longstanding healthcare problems.

References

1. Smoking in England (2020) <http://www.smokinginengland.info/latest-statistics/>
2. VN Futures Taking Charge of Our Future Together (2017) <https://www.vnfutures.org.uk/>
3. Knottenbelt et al (2012) Nicotine hair concentrations in dogs exposed to environmental tobacco smoke, JSAP
4. Smith et al (2017) Hair nicotine concentration measurement in cats and its relationship to owner-reported environmental tobacco smoke exposure, JSAP



What is it about nursing?

1. Lost in translation?
2. Its all about the detail
3. An art based on science...



And finally...

‘Never doubt that a small group of thoughtful, concerned citizens can change the world. Indeed, it is the only thing that ever has’
(Margaret Mead 1955)

