

Crisis Management – Animal Welfare

**Phone Call or Email from outside NSAC:
Alleged Animal Welfare Problem or Threat**

Potential Recipients

Regular Hours: General Inquiries – 893-6600
Haley Front Desk – 893-6644
Security – 893-4190
Webmaster @nsac.ca

Response: Record name, telephone number, time of call, location and nature of alleged abuse

Action: **Make two phone calls: #1 – Public Relations
#2 – Animal Care**

Phone Call #1: Public Relations

Contacts:

1. Stephanie Rogers – 893-7247
2. Richard Donald – 893-60368
3. Sarah Morris – 893-6527; 890-0023

Message: Animal Welfare complaint received. Name and contact number of complainant. Standby for clarification from Animal Care Personnel.

Action by Public Relations:

1. **Do not contact media at this point**
2. **If contacted by media state: “We are dealing with the alleged problem. Currently, we are awaiting clarification from our Animal Care personnel”.**

Phone call #2: Animal Care

Whoever is first contacted is in charge and responsible only to the VP-Academic (893-6030):

1. ACUC Chair: Julie Small-896-2499 (W); 902-403-0305 (C)
2. Head PAS: Sam Asiedu 893-6674 (W)
3. Laurel MacIntosh - 893-6658 (W); 893-3929 (H)
4. Lori Parsons – 893-6648 (W); 890-6234 (C); 671-2151 (H)
5. Jean Lynds – 893-6676 (W); 899-3283 (C)
6. Lana Crewe – 893-6635 (W); 956-3429 (C)
7. Paul Maclsaac – 893-6533 (w); 956-0456 (C)

Response during phone call:
Write down: a) Details of alleged problem and location
b) PR contact person

1st Action: **Make 2 phone calls:**
Call #1 - Security: 893-4190
Call #2 – Animal Unit Manager

Off hours: (after 4:30)
Farm – 899-5641
Aquaculture – (24/7) 956-0456
Boulden (Cats/Dogs) – 893-3929

Regular Hours: (8-4:30)
Sheep–893-6638
Dairy – 893-6639
Mink – 893-6634
Poultry – 893-6640
Dogs/Cats – 893-6658

Their role: a) Provide access to animal facilities
b) Serve as a witness
c) Provide protection in case of human safety risk(s)

2nd Action: **With a note pad, pen and watch, arrange to meet Security/Unit Manager at the animal unit.**

**Framework of Press Release for
Animal Welfare Crisis**

Lead: Statement to address the concern for stakeholders
Quote from the President of NSAC: What we're doing to correct an outstanding problem or state what is already in place to prevent difficulties from occurring.
One paragraph: Providing support and/or evidence of the above.
One paragraph: What is to be done now and going forward.
Quote from the President: Restate commitment to CCAC guidelines and certification.

Public Relations receives phone call from Animal Care personnel providing a summary of their observations following on-site assessment at the animal unit.

PR Prepares Response in consultation with Senior Management

1. Contact complainant
2. Contact media

On Site Assessment

1. Write down time of entry, names of witnesses
2. Asses the health and welfare of animals. If animals are suffering, attempt to help them, only if you feel you can do more good than harm.
3. Write down your observations and conclusions. Was the complaint justified? Not certain? Find animal care cover sheet, try to contact: Principle Investigator
Consulting or Attending Veterinarian
4. Crisis over: Review your notes, ensure all relevant details are recorded. Get witnesses to review your notes for accuracy and get their signature.
5. ASAP: Phone in your finding to Public Relations.

Within 1 day prepare written report

Submit Report to:

1. Chair, Animal Care and Use Committee
2. VP-Academic NSAC
3. Veterinary Consultant for specific unit.