

Ragwort communications campaign

	Intended recipients/target group						
	Expert and experienced horse owners (includes private owners, privately owned riding stables)	Land and Livestock owners (includes farmers, farm managers and owners who let out pastures for grazing)	Riding stables/livery yards and stables	Novice horse owners with basic knowledge and who are receptive to learning about keeping their horse healthy	Hard to reach horse owners with no access to basic info (i.e. isolated owners who are not members of a club/stables but who are receptive to learn more on horse health)	Hard to reach owners (i.e. casual owners who may not be receptive to information on horse health)	Equine vets
Message delivered by:	British Horse Society + other identified key stakeholders	British Horse Society + other identified key stakeholders	British Horse Society + other identified key stakeholders	British Horse Society + other identified key stakeholders	British Horse Society + other identified key stakeholders	British Horse Society + other identified key stakeholders	British Horse Society + other identified key stakeholders
Key messages to convey	<ul style="list-style-type: none"> A light touch approach to ensure that this group remains vigilant in conducting regular checks of pastures, paddocks and land borders with neighbours; Encourage this group to share tips and good practice techniques etc. Refer to toolbox to in the event a complaint needs to be raised and for further information and guidance. 	<ul style="list-style-type: none"> Raise general awareness of ragwort, identification and its impact on horse health Reminder of responsibility for clearing weeds and signpost to NE website; Refer to BHS leaflet on Ragwort Key things to know before making a complaint (i.e. a checklist of key points to ensure complaints are valid) Refer to 'ragwort toolbox' for further information and guidance. 	<ul style="list-style-type: none"> Raise general awareness of ragwort, identification and its impact on horse health Reminder of responsibility for clearing weeds and signpost to NE website; Reminders to remain vigilant and conduct spot checks of pastures etc. Refer to BHS leaflet on Ragwort Key things to know before making a complaint (i.e. a checklist of key points) Refer to 'ragwort toolbox' for further information and guidance. 	<ul style="list-style-type: none"> Raise awareness through ragwort identification and its impact on horse health; Refer novice horse owners of the BHS leaflet on Ragwort Key things to know before you make a complaint (i.e. a checklist of key points); Key things to know before making a complaint (i.e. a checklist of key points) Signpost to complaints procedures on Natural England's website; Raise awareness and refer to ragwort toolbox for further info and guidance. 	<ul style="list-style-type: none"> Raise awareness of impact on horse health (ragwort and other welfare issues?) Refer to BHS leaflet on ragwort and horse health Key things to know before you make a complaint; Signpost to complaints procedures on Natural England's website; Raise awareness and refer to ragwort toolbox for further info and guidance. 	<ul style="list-style-type: none"> Raise awareness of impact on horse health; Refer to BHS leaflet on ragwort and horse health; <i>Direct key messages to landowners first??</i> 	<ul style="list-style-type: none"> Light touch general awareness raising of ragwort poisoning, responsibilities for removing weeds etc. Encourage this group to raise awareness as part of inspections and visits; Refer to ragwort toolbox to for information and guidance on what to do if a horse is in a high risk area.
Preferred medium/method for communicating	Social media, leaflets, articles in club/equine magazines, websites <i>*In addition to the recipients listed here, other stakeholders could also help disseminate the key messages. This would include riding shops, saddlers and feed merchants such as Baileys, Dengie, Dodson & Horrell.</i>	Social media, farmer networks and rural hubs, equine magazines	Social media, leaflets, equine interest magazines, websites	Social media, articles in club/magazines, BHS leaflets	Social media, BHS leaflets	Leaflets to land owner, face to face visits [this may not be practical and will probably incur some costs]	BHS leaflets, social media, relevant veterinary networks
Suggestions for items for the 'Ragwort Toolbox'	<ul style="list-style-type: none"> Signpost to the Code of Practice on How to Prevent the Spread of Ragwort and the complaints procedures on Natural England's website BHS leaflet on ragwort (<i>is this available online?</i>) Ideas on how and where to share best practice techniques (i.e. via Twitter) Reminders about where to go to report welfare concerns or fly grazing cases (i.e. RSPCA, local authority) Guidance on who's responsible for what, i.e. Natural England reporting process, and clarifying the responsibility of the Highways Agency, Network Rail and Local Authorities. Ideas for developing a pasture management plan 						