



**STRANGLES
AWARENESS
WEEK**
3–9 MAY 2021

Getting people talking about Strangles
– a collaborative campaign led by
Redwings Horse Sanctuary

Over

310,000
PEOPLE REACHED

across social media channels

100%

of respondents told us the
campaign was valid and important
(14.3% - agree, 85.7% - Strongly agree).*



**7 PODCASTS WITH
14 EQUESTRIAN
GUESTS FROM
AROUND THE WORLD**



EQUINE
VETERINARIANS
AUSTRALIA

**TOP INTERNATIONAL
AMBASSADOR –
EQUINE VET
AUSTRALIA**



**TOP UK AMBASSADOR –
BRITISH FARRIER AND
BLACKSMITH ASSOCIATION**

**STRANGLES
AWARENESS WEEK
IN 3 LANGUAGES**



**STRANGLES
AWARENESS
WEEK**
3–9 MAY 2021



**DROES
AWARENESS
WEEK**
3–9 MEI 2021



**STOPPA
KVARKAN**
3–9 MAJ 2021

**OVER 290% INCREASE
IN AMBASSADORS
SINCE 2020**

- + 63 vet press and practices
- U 32 equestrians, yards and riding centres
- 9 welfare organisations and advocates
- 9 equestrian businesses
- 54 International
- 14 education providers

“Lots of novice owners who hadn't
read much into the disease were
interested in watching the podcasts
and finding out more about what they
can be doing.”* **Gilliver vet**

1 in 3

ambassadors said they never
or rarely posted about Strangles
before the campaign.

**94 ARTICLES IN
THE GLOBAL MEDIA
REACHING**

**2.5 MILLION
READERS**



**NEW
STRANGLES
GUIDANCE
FOR VETS
SHARED**

**WE'RE BACK IN 2022!
JOIN US 2–8 MAY!**

Contact; campaigns@redwings.co.uk or visit the
Strangles Awareness Week Facebook page
to find out more

**#SPEAKOUTONSTRANGLES
#SAW2022**

*Data and responses from SAW2021 Ambassadors Feedback Survey

**STRANGLES AWARENESS WEEK
COLLABORATING ORGANISATIONS**

