



Guidelines for taking part in National SQP Week: 5–12 June 2026

Introduction to National SQP Week

Get ready for the first-ever National SQP Week (5–12 June 2026) — a nationwide celebration of the vital role SQPs (Animal Medicines Advisors) play in safeguarding the health and wellbeing of livestock and pets across the UK. Although SQPs are highly trained and qualified professionals, many people who interact with them don't fully understand their expertise or the benefits they bring. This campaign aims to change that.

What's happening?

All SQPs and organisations connected to the profession are encouraged to highlight the amazing work of SQPs during the week. To make this easy, a campaign toolkit will be available containing downloadable resources such as: logos, posters, FAQs, social media templates, and more.

The campaign toolkit – available here: [National SQP Week](#)

The toolkit includes:

- Downloadable social media graphics and pre-written posts
- Printable posters for stores, practices, and offices
- Pre-written newsletter, email copy and blog – easy to cut and paste into your communications and adapt to suit your activities
- A social media sign you can print out for use in photos for SQPs and your teams to hold up showing SQPs in action/and to show your support of the campaign

Take a look now and start planning how you will bring the campaign to life in your workplace.

Activation ideas suitable for most settings

- Update your team about the campaign and encourage everyone to support SQPs. Invite staff to suggest ways to celebrate the week in your workplace setting to help drive a team focus and to highlight the role to your customers, clients and colleagues. Start raising awareness and communicating as soon as you want; talking about the campaign from now onwards will help ensure the week itself is a great success. One of the first things you can do is remind SQPs to wear their SQP badge – this is a really easy way to start conversations with people about the role.
- Create SQP displays in-store, in practice, or in offices using the downloadable posters to educate customers and colleagues.
- Run a customer/client/colleague competition with a multiple-choice Q&A about the SQP role. A sample competition is included in the toolkit to inspire you.
- Host drop-in Q&A sessions or SQP-led clinics for customers, clients, or colleagues.
- Share SQP graphics, educational posts, and case studies on social media using the hashtag **#NationalSQPweek**. Feature your SQPs (with their consent aligned to your company guidelines). Also, change your social media profile picture to the campaign logo for the week.
- Ask willing customers to provide testimonials about the SQP support they have received—remember to obtain written consent aligned to your company guidelines.
- Recognise your SQPs internally—consider highlighting an “SQP of the Day” throughout the campaign week.
- Run webinars or CPD sessions linked to the SQP role.

Getting started

- Mark your calendars.
- Start internal conversations with colleagues, customers, and clients to plan what you are going to do to support the campaign.
- Choose suitable activities and plan how you will deliver them.
- Appoint a campaign leader to oversee activities.
- Download the toolkit resources and print your posters/plan your communications activities e.g. newsletters, blogs, social media schedule.

Final note

National SQP Week is an opportunity to highlight the professionalism, expertise, and essential value that SQPs bring to animal health across the UK. We look forward to seeing everyone’s activities. Good luck!