

## Vet activity 1

### Use your ad

**Age range:**  
7-11

**Duration:**  
Approx 60 minutes  
to include worksheet  
activity

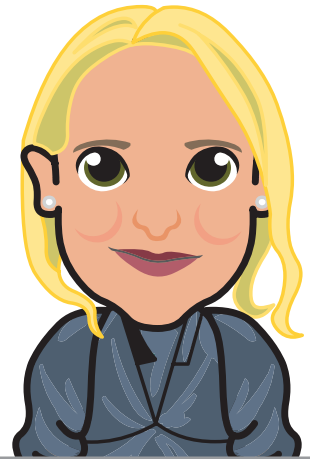
## Aim

For pupils to learn about what farm vets do by creating an advertisement for one.

## Learning objectives

### Pupils should learn:

- What services large animal vets offer
- How to make a simple magazine advertisement
- That vets need to advertise their services and 'sell' themselves to farmers



## Curriculum links

### England

- National Curriculum Art & Design: 1b, 3a
- ICT: 1b, 2a, 3a, 3b
- English: En1 3a group discussion, En3 8c persuasive writing

### Wales

- National Curriculum Design and Technology: Skills – Designing 3, 4, 5 Making 1, 6
- ICT: Skills – Find and analyse information 1, 2, 3 Create and communicate information 1, 2
- English: Skills – Reading 3, 5, 6 a, b Writing 3, 4, 5, 8
- Welsh: Skills – Reading 3, 5, 6 Writing 3, 4, 5, 8

## Materials and equipment

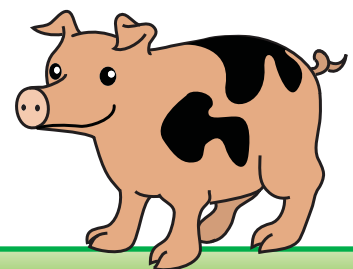
- Computers with Internet access
- A4 paper and pencils
- Copies of Worksheet Ve1 (one per pupil if required – see below)

## Preparation

Go to Farm > Vet and watch the vet video with the pupils.

## Key vocabulary

vet, veterinary, farm, vaccination, cattle, advice, testing, advertisement



## Running the activity

### a) Introduction:

Go to **Farm > Vet** and show the **Vet video**. This will give pupils an idea of what farm vets do. Ensure that pupils understand that farm vets generally do not work with small animals or pets but mostly specialise in cattle, pigs, sheep and other large animals such as horses. Explain that each pupil is going to imagine that they are a new farm vet setting up in a small rural town. In order to find work, the new vet will need to advertise.

### b) Task:

The pupils' task is to create a magazine advertisement (roughly A5), advertising their services as a farm vet. This should entice farmers to use them by explaining all the benefits they can offer. On the board, make a quick list of some of the things large animal vets do, as seen on the video:

- Carry out operations
- Vaccinate animals to prevent disease
- Give advice
- Take and test samples from animals
- Help with delivery of calves when there are complications

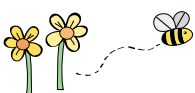
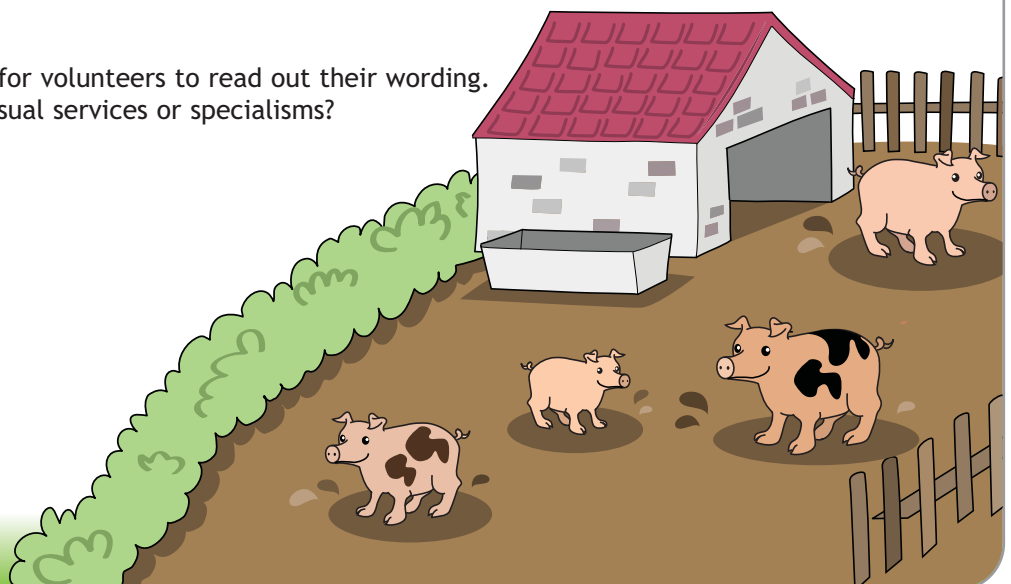
Show the video again and ask pupils to write down some details about each of the points above. Then direct them to **Farm > Vet** and read with them through the **farm vet information** (or print out the page as handouts). Draw out the main points. If time allows, more able students can carry out some research using the Internet to find out what else farm vets offer. Typing 'farm vet' into Google UK will bring up some veterinary practice sites. They will most likely need help with some of the complex language but there should be some easier clues to spot too, such as the offer of newsletters, software support, specialisms and labs.

### c) Create:

Once the pupils have a good idea about what a farm vet does, they can create their A5 adverts, either using pencil and paper or ICT. A rough design can be done first. A good advert is simple, eye-catching and does not have too much text. The tone should be friendly but reassuring and professional. If preferred, pupils can be given Worksheet Ve1 to help them with the task.

### d) Discussion:

Discuss the finished adverts – ask for volunteers to read out their wording. Did anyone come up with some unusual services or specialisms?

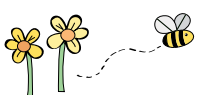
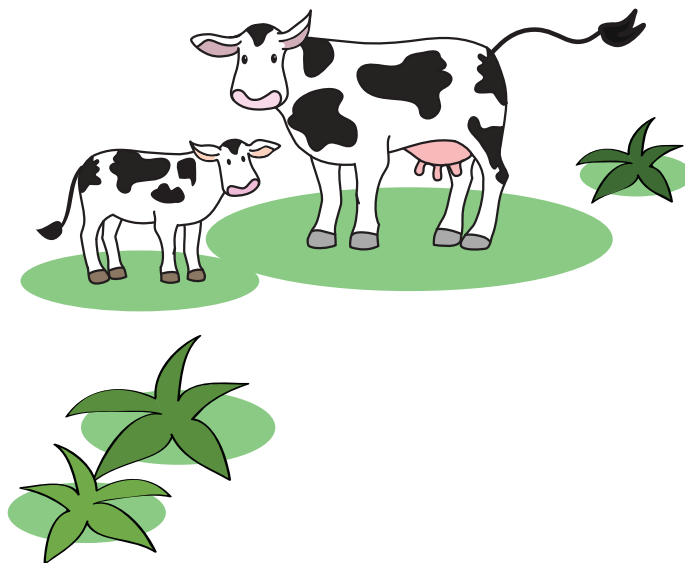


## Extension activities

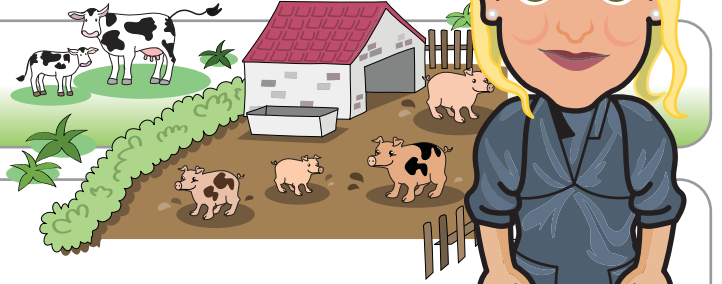
- 1 Discuss the differences between a town vet who works with pets/small animals and a farm vet who works with large animals. How are the two jobs different? Here are some examples:
  - a) Farm vets spend a lot of time visiting farms – they go to the animal, whereas animals are brought to the town vet.
  - b) Farm vets get called out late at night or early in the morning.
  - c) Farm vets often get very mucky and must work outdoors in all weathers (small animal vets work in heated surgeries, with assistants).
  - d) Farm vets spend a lot of time travelling around.
- 2 What kind of person would make a good vet? Ask the pupils to write down the qualities needed – for example, it's no good being squeamish or scared of animals!
- 3 The most famous farm vet is James Herriot, who died some years ago. He wrote many stories about his work with animals, which are suitable for pupils and very entertaining. He wrote about a period 30–60 years ago; talk about how a vet's work has changed since those days.
- 4 Organise a visit from a vet: see Vet activity 2.

## Background information for teachers

Go to **Teachers > Useful links** to find out more about farm vets and their work.



## Vet: Use your ad!



You are a new farm vet who has just moved into a small town in the countryside. You will need to advertise to let local farmers know that you can help keep their animals healthy.

In the box, design a **magazine advert** to show who you are and what services you offer. You may be able to make your final advert on a computer.

### Hints

- Make it clear that you are a farm vet
- Say if you specialise in any large animals: cattle, pigs, sheep or horses
- Write your name and make up an address, phone number and website
- Find out what special services farm vets offer, for example:
  - Offering advice on vaccinating animals
  - A newsletter
  - A website
  - An intensive care unit for sick animals
- You should try to convince farmers to use you rather than other vets

