



# STRANGLES AWARENESS WEEK

6–12 MAY 2024



Collaborative campaigning for  
better biosecurity



# What is Strangles Awareness Week?



- Information and inspiration to raise awareness and encourage practical action
- Team of 12 collaborators
- Primarily digital
- Positivity, openness and support
- Rooted in science and evidence
- Real world stories and voices
- Growing international following



**STOPPA  
KVARKAN**

**6 – 12 MAJ 2024**





## The **BEST** actions

**B**oost immunity by vaccinating against strangles

**E**ducate yourself and others

**S**eparate new and unfamiliar horses

**T**emperature check routinely



Your horse deserves the

# BEST

Because every horse can get Strangles, and every person can make a difference

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# Celebrity support



**ENTER OUR SAW  
COMPETITION TO  
WIN OUR BEST PRIZE  
BUNDLE WORTH  
OVER £6,000**

## LUCINDA GREEN

supports Strangles Awareness Week







Putting a smile on the science

# Strangles

Never an isolated case



More than 18,400 views!

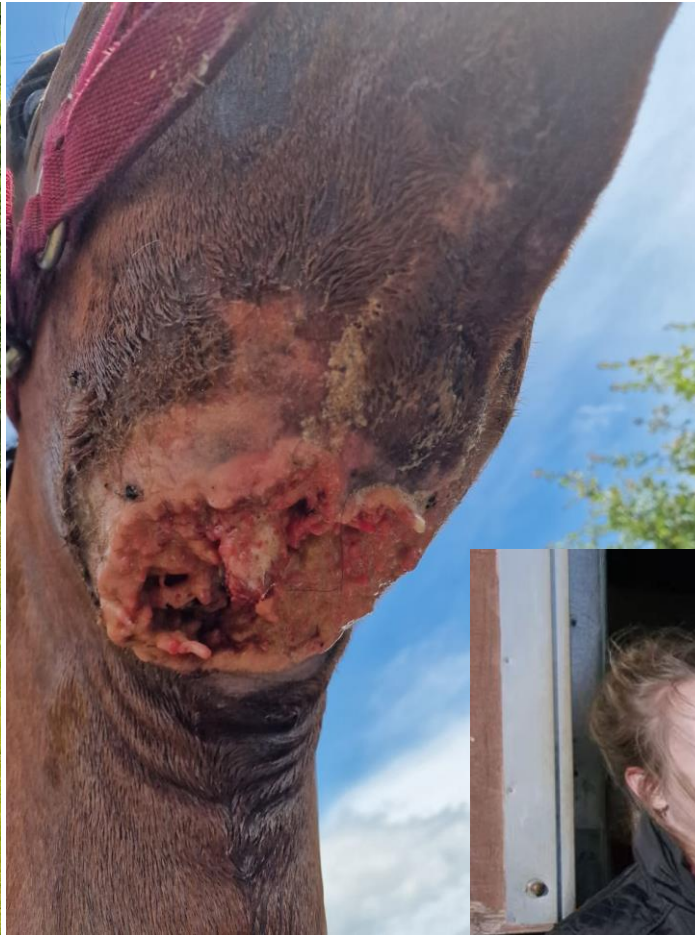
[https://www.youtube.com/channel/UCcb\\_LLrX2ZbSivwqp6vwjDA/videos](https://www.youtube.com/channel/UCcb_LLrX2ZbSivwqp6vwjDA/videos)



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# Making strangles real



**Over 20,000  
views and more  
than 127 hrs  
of play!**



[https://www.youtube.com/channel/UCcb\\_LLrX2ZbSivwqp6vwjDA/videos](https://www.youtube.com/channel/UCcb_LLrX2ZbSivwqp6vwjDA/videos)

# SAW24 IMPACT



## IMPACT

**OVER 2.8 MILLION**  
equestrians and yard owners  
reached in 2024

**391,825**

equestrians saw our content  
and interacted with it

**OUR NEW SAW PODCAST  
WAS PLAYED 380 TIMES**

**720** equestrians took part in  
our educational  
competition

## ENGAGEMENT

Our Ambassador list boosted to

**796**

(166 new Ambassadors in 2024)



## INDUSTRY SUPPORT

From many top riders, brands and organisations such as; Piggy March, Marie & Michael Whittaker, Joe Stockdale, Bobby Upton, Equine Bio Genie, KBIS, Pony Club, British Dressage, British Show jumping and many more...

**42 HOURS**

equestrians spent watching  
our Otto and Argento Stories



## COMPETITION

### CELEBRITY SUPPORT

from William Fox-Pitt,  
Lucinda Green, Richard  
Davison and Riding With Rhi!



**OVER 40 TOP BRANDS  
DONATED OVER 90 PRIZES  
TOTALLING £6,485**

## EDUCATION

**551 HOURS**

equestrians spent  
watching our educational  
videos and content

**13.5 HOURS**

spent watching our  
SAW24 animation

You are part of  
a much bigger picture  
(and outbreak!)







# Thank you!

Follow us at:



@StranglesAwarenessWeek



@stranglesawarenessweek



@StranglesWeek



@stranglesawarenessweek



Or go to [www.redwings.org.uk/strangles/strangles-awareness-week](http://www.redwings.org.uk/strangles/strangles-awareness-week)