#Behind the Care

October 2026

Behind the Care: Show Canada What You Do

Vets Protect More Than Pets

Help Canadians see what happens behind veterinary care.

A TOOLKIT FOR VETERINARIANS, VETERINARY TEAMS, ASSOCIATIONS AND PARTNERS.

#BehindTheCare
BehindTheCare.vet

Canadian Veterinary Medical Association
Association canadienne des médecins vétérinaires

Quick start: join in five minutes

1. Share, like or comment on our posts on Facebook, Instagram or TikTok.
2. Create a post by copying a ready-made post from the Ready-to-share posts section and sharing it on your own channels.
3. Use the hashtag and tag us. Add #BehindTheCare to every post and tag @behindthecare.vet so we can see, like and reshare your posts.
4. Link to the campaign website at behindthecare.vet.
5. Send us your story. Tell us what happens behind the care in your work (see Share your story with us).

That's it. You're part of Behind the Care.

What is Behind the Care?

Behind every recommendation is expertise. Behind every patient is a team. Behind every treatment is science, judgement and care.

PILLAR	KEY MESSAGE
Impact	Vets protect more than pets. They help protect animals, food systems and Canadians.
Expertise	Behind every recommendation is expertise you can trust.
People	The human side of veterinary care.

Veterinary medicine touches Canadians' lives in more ways than most people realize. Behind the Care is the Canadian Veterinary Medical Association's national public education campaign to help Canadians discover the people, science and impact behind veterinary medicine.

Veterinarians work in many settings across Canada. Posts in this section highlight their work with companion animals and livestock, and in science, food safety and food production. Social posts are tailored to each setting:

Companion animals: They know the medicine. You know your pet. Good care happens when both come together.

Livestock: They know the medicine. You know your herd.

Horses: They know the medicine. You know your horse.

Science and research: They advance science. We all stay healthier.

Testing and food safety: They test your food. You trust what's on your plate.

The national campaign tells the big story. Your stories make it real.

Spread the word

Veterinarians and veterinary teams are the heart of this campaign. Share the posts, tell your stories, and offer your expertise to local media on topics your community cares about, such as ticks, blue-green algae, antifreeze or cold-weather safety.

Provincial associations bring the campaign home. Share this toolkit with your members, amplify campaign posts, nominate members for People Behind the Care, and connect the message to issues in your region.

It all starts with breakfast

The launch is only the beginning. Watch the Behind the Care channels on November 3 and reshare the launch posts with your community.

Facebook
facebook.com/behindthecare.vet

Instagram
instagram.com/behindthecare.vet

TikTok
tiktok.com/@behindthecare.vet

YouTube
youtube.com/@behindthecarevet

What does your breakfast have to do with a veterinarian? Probably more than you think.

On One Health Day, November 3, 2026, the CVMA will launch Behind the Care with Before Canada Eats Breakfast: What Veterinarians Do Behind the Scenes. High school students from English and French classrooms will explore the veterinary expertise behind eggs, milk, meat and honey, and leave with a breakfast "receipt" revealing the veterinarians behind their meal.

Tuesday, November 3, 2026, 9:15 to 10:30 a.m. ET
Canada Agriculture and Food Museum, Meadowview Barn, Ottawa

Featuring

Dr. Kathleen MacMillan, President, Canadian Veterinary Medical Association and Dr. Dominique Charron, One Health Visiting Scholar, University of Guelph, and One Health 2026 World Congress Co-Chair

Keep it going all year

Following the launch on One Health Day, the next campaign posts will mark World AMR Awareness Week, November 18 to 24, and we'll continue sharing posts through 2027. Watch for them, reshare them, and share your own story whenever something surprising happens behind the care.

Five ways to take part

You don’t need to create anything elaborate.
Start with something that happens every day
and show people what’s behind it.



Share, Like & Comment

What to do: Repost Behind the Care campaign videos and posts
Try this: Share, like and comment on our campaign posts



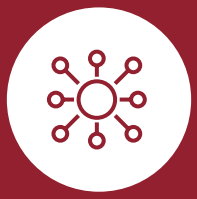
Capture & Create

What to do: Take a quick photo or video to give people a glimpse of something they don’t normally see
Try this: A photo of your lab, surgery suite or equipment in your truck



Explain

What to do: Answer the questions clients often ask
Try this: “Why does my pet need bloodwork before surgery?”



Introduce Your Team

What to do: Put faces to the people behind the care
Try this: Feature a veterinarian, RVT, or team member in your lab



Tell a story

What to do: Share a case showing expertise, teamwork or compassion
Try this: A recovery story, with the client’s permission

Not sure where to start? Ask yourself: Would Canadians be surprised to know this is part of veterinary medicine? If yes, you have a story.

Ready-to-share posts

From farms to food safety, veterinarians play an important role in protecting the health of animals and people. Their work touches more of our lives than you might think, and there are many stories to tell.

Here are sample posts for the first weeks of the campaign. Check the Resources library at BehindTheCare.vet, where new posts covering every aspect of veterinary work will be added each month.

Copy, paste and post, or reshare the CVMA's Behind the Care posts directly.

Launch	What does your breakfast have to do with a veterinarian? Probably more than you think! From eggs and milk to meat and honey, veterinarians help protect the food we eat, the animals we depend on and the environment we share. #BehindTheCare
Impact	Safe food starts long before it reaches your table. Veterinarians protect more than pets. Their work helps protect all of us. #BehindTheCare
Expertise	What goes into a veterinary recommendation? History, exam findings, diagnostics, risks, options and quality of life. What looks like one decision is often a much bigger process. #BehindTheCare
People	You know their routines and notice the tiny changes. Your veterinary team brings medical knowledge and judgement. Good care happens when both come together. #BehindTheCare

Ready to Share Posts







Share your story with us

Veterinary community: we want to hear from you! Your stories could be featured on CVMA channels, in our People Behind the Care series, or in the media.

Send your story, photos or video to: behindthecarecanada@gmail.com

Please include:

- Your name, practice or organization, and location
- A few sentences on what happened and why it matters
- Photos or video, with consent
- Your preferred language: English, French or both

Before you share

- Get written permission from clients, and from a parent or guardian for any minors shown
- Protect client and patient confidentiality
- Make sure people know how their image or story will be used
- Show animals and their care accurately and respectfully

Thank you for supporting Behind the Care

Tag @behindthecare.vet and use #BehindTheCare so we can see and share your posts.

Questions? Contact us at behindthecarecanada@gmail.com.