The meeting was held on Friday, July 30th, 2021. The taster of veterinary medical writing and main item was the talk *One Health, distributed manufacturing and medical writers’ expertise* by Jennifer Bell. This was followed by a report on the results of a survey of the veterinary medical writing/communication community, by Henry Smith.

We have two observer reports, one for each of the main topic presented at the meeting, to provide readers with the perspective of an individual audience member for each part. The actual meeting slides for Parts 1 and 2 are added as appendices (with separate page numbering).

**Part 1: One Health, distributed manufacturing and medical writers’ expertise**

Jen’s talk was based on her experience as co-author of the paper in *Build a Sustainable Vaccines Industry with Synthetic Biology* in Trends in Biotechnology (the paper can be downloaded here: [https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7834237/](https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7834237/)). At the heart of the concept in their paper was the bio-foundry—a small-scale, manufacturing unit that can swing onto vaccine production as soon as it has received the relevant digital code. This would facilitate cheaper vaccine production and substantially shorter supply chains (specifically cold chains), an improvement on the current centralized and capital-intensive model of the vaccines industry, of particular relevance during the current COVID pandemic.

Starting with the link to *One Health*, Jen pointed out a number of ways that bio-foundries could benefit human and animal health. In addition to the many practical and ethical aspects, Jen highlighted one point of great interest to all medical writers. Jen and her co-authors came up with ideas in a brainstorming session; their next job as medical communicators was to convert the raw ideas into section headings and text, a key skill for all of us. From there, the discussion broadened to cover Norwegian salmon—for them, could the age of antibiotics be over? (opinions differed)—and the feasibility of mobile bio-foundries (the barriers may be regulatory rather than physical).

Finally, Jen touched on publication of novel ideas and the future for bio-foundry medical writing. She suggested that authors need to weight up the magnitude of the impact factor
and the “goodness of fit” when selecting where to publish a “Eureka” concept. High impact factors are great of course, but if there is a risk of the article being incorrectly pigeonholed or subject to a reference cap, it may be worth looking at another journal. The writing for this project has so far involved journal articles, but as the concept moves to fruition, we can expect many more opportunities for medical writers, especially in the freelance field. We can be glad Jen and her fellow-authors have found a good audience for their idea, and look forward to exciting developments with the advance of biofoundries.

Henry Smith

Part 2. Survey Report
The purpose of the survey was to characterize EMWA vetSIG participants, and other veterinary medical writers and communicators. The survey included eight questions, the first three of which covered work-related demographics. Respondents had apparently come into diverse areas of veterinary medical communication by diverse routes in most cases, although there were other cases where people hoped to enter the field, and one or two where they had left it. Though specific occupations were not clarified, participants mostly worked in medical/veterinary regulatory, journal article and comms fields. Participants were mainly from Europe (especially Germany and Austria), and “Specific training” and “Career advice sharing” were the most commonly cited purposes for their participation. The most extensively discussed result was that for the supplementary question on the species the participants focus on. As expected, domestic dogs had the highest ranking, but in out-of-the-blue result, humans also shared the first ranking.

Respondents and participants also shared suggestions and comments for the vetSIG as well. These included the inclusion of topics related such as freelance writing, and activities that could satisfy members with different backgrounds. This point was followed by a comment on presentations in structured meetings to cover those different backgrounds. The discussion also mentioned that the association should include members globally. The meeting closed with reminders of the next events.

Hui-Wen Chen
3rd quarterly Meet&Share in 2021

30 Jul 2021, 3 pm, CET

One Health, distributed manufacturing and medical writers’ expertise

“Meet&Share” Vet SIG

Free for all in 2021 – only for EMWA members from 2022
'One Health' is an approach to designing and implementing programmes, policies, legislation and research in which multiple sectors communicate and work together to achieve better public health outcomes.

- World Health Organisation
  https://www.who.int/news-room/q-a-detail/one-health

GMO ethical issues relate to big companies selling expensive technologies that underprivileged communities can’t afford

Please read this opinion piece:

Build a Sustainable Vaccines Industry with Synthetic Biology
https://www.cell.com/trends/biotechnology/fulltext/S0167-7799(20)30331-0
Things we thought about became article headings:

- Building sustainable industries
- How production models are changing
- Sustainability
- Distributed manufacturing
- Synthetic biology
- Disease outbreak vigilance
- Mobile labs used commonly in Africa
- Other technologies already in use
- Economic viability
- Operations robustness, standardization and quality
- Responsive regulation
- Cybersecurity
- Talent, education and skills
- Competition
- Other sectors where distributed manufacturing works

Economic growth
Overcoming challenges with current manufacturing methods
Local essential medicines production
Biomedical science
Disruption
Dairy farming and genomics
Aquaculture, antibiotics and vaccines
Funding

Headings from:

Bibliography


ONLINE MEETING – TOP TIPS

- Make sure you rename your “badge” – name and organisation
- Keep your video on
- You will be muted on entry – please stay on mute until networking sessions or advised
- Use the chat function to ask questions to the presenters and panellists
- Be ready to network

Item 3: Survey Report

- Main survey (MS) > 7 questions related to veterinary medical communication (VMC)
- 1 supplementary question (SQ) > species
- Aim: Define/Characterize the VMC community, as useful information for planning vetSIG activities

Survey Participation

- Respondents: 32 (MS); 19 for SQ (species)
- 70/30 split established vs. not established
- 75/25 split DVMs vs. FoVs

Discussion Point

- Good SIG size with potential to grow
- Activities matching a base of 30~40 people (avoid underdeliver and/or overpromise)

Q1. Which area(s) of VMW do you work in?

<table>
<thead>
<tr>
<th>Category</th>
<th>RESPONSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Veterinary medical writer (VMW)</td>
<td>28.67%</td>
</tr>
<tr>
<td>Veterinary medical writer (VMW)</td>
<td>10.79%</td>
</tr>
<tr>
<td>Public Health</td>
<td>15.80%</td>
</tr>
<tr>
<td>Communicating with professional audience (journalism, presentations, etc.)</td>
<td>6.97%</td>
</tr>
<tr>
<td>Communicating with lay audiences (patient education, etc.)</td>
<td>18.67%</td>
</tr>
<tr>
<td>Other (please specify):</td>
<td>33.33%</td>
</tr>
</tbody>
</table>

Other
- Not yet / VMW

Q2. Which statement best describes your professional route into VMW/C?

<table>
<thead>
<tr>
<th>Category</th>
<th>RESPONSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Veterinary medical writer (VMW)</td>
<td>34.88%</td>
</tr>
<tr>
<td>Other medical / research work</td>
<td>18.58%</td>
</tr>
<tr>
<td>Writing / Communications specialist</td>
<td>8.23%</td>
</tr>
<tr>
<td>Not in VMW now, but possible future interest in VMW</td>
<td>28.13%</td>
</tr>
<tr>
<td>Other (please specify):</td>
<td>15.38%</td>
</tr>
</tbody>
</table>

Other (encapsulation):
- Animal research / VMW
- Other medical / research / VMW
- Regulatory Toxicology
Q3. Which statement best describes your current working condition?

<table>
<thead>
<tr>
<th>Option</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time VVM/VMC (core employee)</td>
<td>28.75%</td>
</tr>
<tr>
<td>Full-time VVM/VMC (freelancer, self-employed)</td>
<td>12.50%</td>
</tr>
<tr>
<td>Working牆placement role VVM/VMC</td>
<td>8.75%</td>
</tr>
<tr>
<td>Other medical sector role (does not VVM/VMC)</td>
<td>12.50%</td>
</tr>
<tr>
<td>Medical writer (part-time VVM/VMC)</td>
<td>28.75%</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>8.75%</td>
</tr>
</tbody>
</table>

**Note:**
- VVM: medical journalist (mainly human), human regulatory editor (VVM rare), quality and regulatory, university teacher

Q4. Please rank the following as a wish list for vetSIG meetings/events

<table>
<thead>
<tr>
<th>Topic</th>
<th>Scores</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discussing my activities with VVM/VMC</td>
<td>10.00</td>
</tr>
<tr>
<td>Discussing activities across VVM/VMC</td>
<td>6.00</td>
</tr>
<tr>
<td>Career opportunities development with VVM/VMC</td>
<td>4.00</td>
</tr>
<tr>
<td>Specific training for viable topics</td>
<td>2.00</td>
</tr>
<tr>
<td>Social contact with VVM/VMC professionals (e.g., friends of VVM/VMC)</td>
<td>3.00</td>
</tr>
</tbody>
</table>

Q5. Please rank the following as a wish list for vetSIG meetings/events

**Note:** It is confusing (to me)! No central tendency (I think, but best statistical test?)
Q4. Preference List: Discussion Point

- Training / Career development were popular (especially for non-established)
- Difficult to fully incorporate into Meet&Share?
- Proactively solicit training/career-related questions for discussion slot
- Webinars, workshops, etc. (future collaborative writing workshops?)
- May not be possible to satisfy everyone every time
- Tie-in with outreach activities?

Q5. In which country/countries are you and your employer/clients mainly based?

- Global dimension is nice (are we the only global SIG of our kind?)
- Long-term link-ups with American/Australasian MWAs?
Q6. Can you describe in one or two sentences your future career plan/goals for VMW?

Encapsulation
• Writing for an audience and VMW common
• Combining VMW with other work common (with VMW as a smaller part of work)
• Developing regulatory specialization
• Expecting little to no VMW work, but interested
• Want to get into VMW field generally
• Continuing veterinary education
• Keeping in touch with field when leaving
• Lead writer in a sub-specialized field
• Diversity extends to aspiration

Q7. Do you have any comments or suggestions for the vetSIG?

Encapsulation (difficult in 1 slide)
• Structured meetings with a speaker
• Recorded quarterly SIG meetings?
• Forum
• More regulatory (and VMW regs <> HMW reg)
• Career advice

Thank you to positive messages as responses to this question

SQ: What species feature in your medical writing?

• Most exciting part of the survey!
• Trying to find out are VMWers as specialized as DVMs (e.g., small animal surgery, large animal, etc.)
• Aimed for species that have recently featured (not every animal ever written about)
• Let’s look at results

What species feature in your medical writing?
ONLINE MEETING – TOP TIPS

• MAKE SURE YOU RENAME YOUR “BADGE” – NAME AND ORGANISATION
• KEEP YOUR VIDEO ON
• YOU WILL BE MUTED ON ENTRY – PLEASE STAY ON MUTE UNTIL NETWORKING SESSIONS OR ADVISED
• USE THE CHAT FUNCTION TO ASK QUESTIONS TO THE PRESENTERS AND PANELLISTS
• BE READY TO NETWORK

Featured Species: Discussion Point

➢ VMCers are diverse in what we write about
➢ Could this be a career plus (for vets that want to range widely?)