

RAMA Resources for Retailers on our Merchant Scheme

Suggested posts for social media



Hi,

Promoting worm egg counts and ways to run a targeted worming programme can be great ways to engage your followers on social media. We've made up some images to help you talk about this with your customers and provided some suggested text to accompany this if you wish.

You might also want to include some information on how to access this service in your store and personalise it with who to ask for, how to contact you or the backup you provide.

Feel free to add your own logo to the images but a polite request - please don't edit these graphics further or crop them to remove or obscure our Westgate Labs logo.

We would love it if you could tag us in your posts and stories so we can cross promote for you. Any questions please ask.

<https://www.facebook.com/westgatelabs.uk>

<https://www.instagram.com/westgatelabs/?hl=en>

Thanks Claire

claire@westgatelabs.co.uk

Suggested hashtags for socials

#horseparasites #horseowners #horsehealth #horsemanagement #healthyhorses #horseworming
#testedbywestgate #evidencebasedcontrol #wormcount

how-does-wormer-resistance-happen

💊🐛 Just like with antibiotics our wormers are becoming less effective. Worms are developing resistance to the chemicals we have available to treat them and growing numbers are no longer susceptible. This is extremely worrying because without effective treatment our horses are at risk of serious parasitic disease and death. The more we use these drugs and expose the worms to the chemicals, the more quickly resistance develops. So, this is a very serious threat to our horses.

But neither is it enough to simply widen the gap between treatments. At around 4-6 weeks from egg to adult, the lifecycle of the small redworm, is one of the quickest which means that a brewing parasite challenge can quickly get out of hand.

Instead we need to be turning to targeted control, using worm egg counts every 8-12 weeks and other diagnostic tools wherever possible to reduce the frequency of chemical doses. This will go a long way to helping to prolong the life of our wormers.

resistance-yards

This is the frightening and very real prospect facing horse owners, farmers and other livestock keepers as the advance of wormer resistance bites!


Small redworm are some of our most numerous and dangerous horse parasites and, worryingly, are now showing resistance to every licensed wormer we have available to treat them. There are no

more equine wormers in development, so we must act now to buy more time.

It's the worms on the land that develop the resistance to the chemicals. On fields where wormers have been used intensively in the stock that graze them there comes a point where we can no longer keep that species without them succumbing to untreatable parasite burdens. This would be a devastating outcome for many equestrian centres, livery yards and horse owners.

To slow the development of resistance we must turn to evidence based control, using worm egg counts every 8-12 weeks as the cornerstone of our parasite control programmes and targeting wormers only where they're needed.

Seasonal-Autumn

 This autumn it's time to:

- ☒ Worm egg count for redworm and roundworm
- ☒ EquiSal test for tapeworm
- ☒ Keep an eye out for bots and pinworm activity.


Seasonal-Spring

 Have you got parasite control covered this season? Spring worm control means


- ☒ Worm egg counts for redworm and ascarids
- ☒ EquiSal test for tapeworm if you haven't in the last six months
- ☒ Look out for signs of pinworm
- ☒ Plan carefully for any foaling mares

Seasonal-Summer

 Summer Parasite Control

- ☒ worm egg count every 8-12 weeks
-  If you tested for tapeworm or gave moxidecton/praziquantel in the winter it's time to do an EquiSal Tapeworm test.
- ☒ look out for bots, pinworm and ticks

Seasonal-Winter

 ❄️ Brrr! It's certainly feeling chilly out there, here's what parasite control to consider for your horse this winter:

- ☒ Decide on your approach to encysted redworm; are you testing or treating?
- ☒ If treating for redworm a reduction test is useful to monitor wormer efficacy.

☒ Have you tested for tapeworm in the last 6 months? EquiSal test if required.

☒ Are you in an area where you need to consider bots?



taking-worm-egg-count

Getting as accurate a result as possible from your test begins with collecting the dung sample. Redworm and roundworm eggs, which are the parasites we are predominantly looking for when we carry out a worm egg count, are distributed fairly evenly through the faeces. This is what makes a worm count a very good test for detecting adult, egg laying infections of these worms.

Choose a day to collect samples when worming is due or overdue for most of the horses. This is important so that you don't get a false result caused by wormer still working in your horse – unless you are carrying out a reduction test specifically to measure wormer resistance. The dung should be as fresh as possible but can still be posted the day after collection.

1. Use the glove to pick up about five small pinches from different places across a fresh dung pile.
2. Press the dung into the sample container, filling it to the top to exclude air. This is important to ensure we have sufficient dung for a representative test.
3. Label the sample with the horse's name and number it if you are sending more than one sample in the envelope. Please write in ball point pen as water based inks may wash off.
4. Put the container in the plastic bag. Do not put any paperwork in with it.
5. Put sample and paperwork into the postpaid return bag. Pop in the post box.
6. Worm egg counts are tested on the day we receive them using the industry standard 'Modified McMaster technique'.

targeted-programme

  Getting started with good parasite control for your horse is easier than you think. It starts with knowing which parasites could be a threat to health at which times of year and using worm counts and tests to monitor infection levels in the horse, only adding wormer doses as they are needed.

There are two tests that should form the basis of an effective targeted worm control programme – worm egg counts for adult redworm and ascarids and the EquiSal saliva test for tapeworm. Both tests give statistical results that can be used to determine whether the horse needs treatment or not.

Worm egg count every 8-12 weeks through the seasons, making sure to target possible encysted stages of small redworm in late autumn/early winter. Tapeworm test every 6 months, either spring and autumn or winter and summer, it doesn't matter which.

Keep an eye out for bots, pinworm, lungworm and liver fluke. Combine with good pasture management techniques to reduce the parasite challenge to your horse. Please contact us if we can help!

Time-to-worm-Socials

Unnecessary-wormers

worm-egg-counts82

Horses still on regular chemical worming programmes are most likely getting many more treatments than they need. Using regular worm egg counts and targeting treatments only where needed can help to reduce worming by around 82%. They can also be used 10-14 days after any treatment to monitor resistance and make sure any chemicals we do need have been effective.

These simple tests are our best and most cost-effective way to monitor two of our most prolific parasites; adult stages of the redworm and ascarid. They're easy to do and enable us to identify the likely 20% of the horses that are carrying 80 percent of the worms and to target only those who need treatment. This approach is better for our horse, the environment and resistance and often works out cheaper too.

What causes some horses to be more susceptible to parasites, even when they're all kept and managed the same way, can be a complex combination of genetic, immune status, age and behaviour related traits.

If they're all healthy adult horses and a greater number in the herd need treatment every time then the parasite control programme needs attention. Step up the frequency of testing at look at pasture management to help break the lifecycle of the worms mechanically rather than relying on treatments.

worm-id

Would you be able to identify these common horse parasites? It's quite rare to see worms in the dung even in horses carrying a large burden. They're more likely to appear after a worming treatment or if the horse has done something stressful to loosen the droppings and it can be helpful to know what you're looking at.

Pinworm are around 3-6 cm in length and have a distinctive pointy end. They look a bit like a beansprout.

Ascarids are thick creamy white worms growing up to 40 cm in length. They can look like fat spaghetti.

Small redworm are tiny thin worms around 2cm in length. They can appear white or red depending on whether they've fed or not.

Tapeworm belong to a group of parasites called flatworms. They have a pointy head and a flattened body.