



 PURINA®
PRO PLAN®

*Thank
you* 
VET
PROFESSIONALS

**Who Laura Woodward is.
By Laura Woodward.**



My collaboration with Purina on this wellbeing platform is such an exciting privilege.

I am a vet in practice in London in a busy corporate hospital, and I've been here for 20 years in a surgical role. This time has been 20 years of rapid change in many directions for our profession, and each stage brings its own joys and challenges.

I am also an accredited counsellor, mindfulness teacher, positive psychologist, and equine assisted psychotherapist. I divide my work time between these two jobs, and my downtime with my kids, my friends and any fresh air I can get.

Wiley Blackwell publishers asked me to write the book *Mental Wellbeing and Positive Psychology for Veterinary Professionals* in 2023 the royalties of which I donate to mental health charities such as VetLife and subsidised therapy for nurses.





Purina has launched this platform out of a proactive desire to improve the mental wellbeing of our veterinary professions. I'm so grateful for their passion and dedication to such a fantastic, user-friendly initiative. I hope that vets, vet nurses, vet patient care assistants and client care assistants can find helpful and interesting resources on the platform

For my part, I will be sharing with you what I have learnt through my studies, my research, my time with counselling clients, and my time as a vet

It's an evolving space, so it will be well worth logging on to it regularly as a new wellbeing habit.





Empowerment to look after your own wellbeing

We need to be aware of our wellbeing. We already know this. We might go to the gym regularly or wish we could go to the gym more regularly. We might feel that we should drink less, or we make new year's resolution to have a dry January for our physical fitness and wellbeing. We may be acutely aware of the physical component of wellbeing

We're also usually aware that our mental wellbeing needs to be looked after and optimised. However, we're human and this 'chore' often gets pushed down to the bottom of our to-do list. Why is this?

If our day-to-day life is designed to make us happy e.g. wanting a work life balance, earning money to spend on what we need and what we want, planning holidays, messaging friends etc. why do we reach for scrolling through our phone for a hit of joy instead of sitting in nature being mindful, meditating, reading? One gives us a short endorphin hit which lasts only as long as the activity (scrolling through Insta) and the other has realms of scholarly articles proving its enduring benefits to our mental health which continue long after the activity.

The answer varies amongst us. But it's likely that, because mental wellbeing is at the bottom of our priority list, when we get there, we want it to be as easy and as accessible as possible; a menial task which will take minimal effort and little time.

Instead of judging that as wrong or ineffective, let's work with that knowledge and make this as easy as possible.



Empowering you to look after your own mental wellbeing is my intention here.

Bitesize engagements won't take up a lot of your time. They are easily accessible because we are rarely without our phones and a signal.

By choosing to read and watch these short posts, you are already choosing to improve your mood even if you were feeling just fine before logging on.

Therapy is wonderful and I'm constantly energised and excited by the positive effects which therapy has on my clients.

I also aim to equip each client with the tools they need to look after their own mental wellbeing in the long term for after we've finished the therapy sessions. This, I feel, is the goal of therapy: being able to navigate life's inevitable ups and downs, having adversity and happiness co-exist, flourishing instead of just existing.

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having adversity and happiness co-exist, flourishing instead
of just existing.*

Laura Woodward