



# NEWS LINE

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## ALERT line assists in animal welfare issues

The ALERT line operated by Alberta Farm Animal Care (AFAC) deals with potentially challenging animal welfare situations in livestock and poultry operations in the province.

“It’s a confidential line that people can call and this includes producers who think they need some help in facing some challenging situation. Passersby and neighbors also call the ALERT line on occasion. They simply report what they think is a herd under stress, or animals under stress. We follow that up with resources that will do an assessment of the situation. If deemed noteworthy, we will call the producer in question and ask if we can send a professional in to help them out with their situation,” says Jim Haggins, AFAC general manager.

The goal is to nip problems in the bud. Haggins explains the program is all about producers helping producers and the professionals are veterinarians who work with AFAC throughout the province. Currently there are 16 veterinarians assisting from Fairview to southwest of Lethbridge.

Haggins adds, “We can respond fairly quickly and hopefully help alleviate a more damaging situation from an animal welfare standpoint. The line operates 24 hours a day, seven days a week. We do appreciate it if people leave their information with us because our ALERT line coordinator will then follow up with them, after having people assess the situation.” The ALERT line number: 1-800-506-2273

**--PLEASE CALL 1-800-468-7021 TOLL-FREE FOR VOICE CLIPS --**  
AFAC scripts and clips are also available at [www.afac.ab.ca](http://www.afac.ab.ca)

### **Clip No. 1:**

The ALERT line operated by Alberta Farm Animal Care (AFAC) deals with potentially challenging animal welfare situations in livestock and poultry operations in the province. Jim Haggins, AFAC general manager, stresses this is a confidential line for anyone to call should they have concerns:  
(23... “situation.”)

### **Clip No. 2:**

Haggins explains that once AFAC receives a call an assessment will be done, and if deemed to be noteworthy, the producer in question will be contacted and asked if a professional can be sent to help them out with their situation:  
(23... “standpoint.”)

### **Clip No 3:**

Haggins adds, “It’s important that everyone makes note of the ALERT line number: 1-800-506-2273.”  
(17... “it.”)

**For further information contact:**  
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**Be Aware.**

Animal Care is Everyone’s Responsibility.