

# Inaugural AAVN Pet Nutrition Blog Writing Competition

For the first time, the American Academy of Veterinary Nutrition (AAVN) is hosting a pet nutrition blog writing competition! The *AAVN Pet Nutrition Blog Writing Competition* is sponsored by [Hill's Pet Nutrition, Inc.®/TM](#).

## Participants:

The *AAVN Pet Nutrition Blog Writing Competition* is open to:

- Students currently training in doctor of veterinary medicine (DVM) programs, registered veterinary technician (RVT) programs, or animal science programs
- Veterinary interns currently practicing at an academic institution or private practice
- Graduate students (Masters and PhD) pursuing an advanced degree in veterinary nutrition or animal nutrition

This competition is not open to nutrition residents training to become board-certified in either the American College of Veterinary Nutrition (ACVN) or the European College of Veterinary and Comparative Nutrition (ECVCN). Nutrition residents are eligible to participate in the *AAVN Case Report Competition*.

## Awards:

The 1st place winner will receive a \$500 USD travel award to the 17<sup>th</sup> Annual AAVN Research Symposium on Wednesday, June 7, 2017 in National Harbor, Maryland and their nutrition blog will be featured in the AAVN e-newsletter. The winner will also receive a framed certificate that will be presented at the symposium.

The 2nd and 3rd place winners will receive framed certificates at the symposium and their blogs will also be featured in the AAVN e-newsletter.

Reviewer comments and feedback will be returned to all participants.

## Blog Format:

The blog must be prepared as a **Microsoft Word document** with 11 pt. Calibri font, letter-sized pages, 1.5 spacing with 1 inch margins all around. The blog should be limited to 750-1000 words.

**Headline:** Create an appropriate headline for your blog. Make it interesting!

**Blog Content:** No matter what pet nutrition topic you decide to write about, your audience will be the general public, specifically dog and/or cat owners, not veterinarians or animal nutritionists. This means you need to use lay language and avoid scientific jargon and acronyms.

**Organization/Structure:** There needs to be a structure or flow to your blog in order for the reader to follow the points you are making.

- **Introduction:** The introduction to the blog should capture the reader's attention. This can be achieved with an interesting fact or anecdote. You will also need to get the purpose of the blog across in the introduction (often addresses who, what, when, why, where, and how).

# Inaugural AAVN Pet Nutrition Blog Writing Competition

- **Body:** The body of the blog will provide some background on the nutrition topic or issue you have chosen to write about (e.g. Should cats eat carbohydrates? Should I make my own food for my dog?). You will also need to provide evidence to support what you are telling the readers in an easy to understand way. If you introduce an anecdote in the introduction, try to carry that anecdote throughout the blog. The body of the blog also allows for creativity! You can add quotes and photos to support your arguments.
- **IMPORTANT:** You must own the rights to any of the photos you provide (or have permission from the owner of the photos) and you must have written permission from the owners, veterinarians, breeders, etc. involved in any cases you plan to provide details of.
- **Conclusion:** The conclusion should summarize your argument in one sentence and provide an ending to any anecdotes you started earlier in the blog. It can also include additional links to content the reader may want to read if they enjoyed reading your blog.

**References:** You should hyperlink directly to relevant information throughout the blog's text. For example, you could provide a hyperlink to a reputable website or to a journal article abstract on [PubMed](#). To add a hyperlink in Microsoft Word, simply highlight the word(s) you want to link and right click. Then select "hyperlink" from the menu that appears. Once you have the hyperlinking box open, select "link to existing file or webpage" and then you can then enter the address for the webpage you wish to link to.

## **Tips for Blogging:**

- [Science Blogging 101](#)
- [12 Tips for Scientists Writing for the General Public](#)

## **Nutrition Blog Examples from AAVN Members:**

- [Petfoodology](#)
- [Weeth Nutrition](#)
- [Dr. Andy Roark](#)

## **Blog Submission:**

Blogs should be submitted via email to Dr. Jackie Parr, AAVN Secretary at [jackie.parr@royalcanin.com](mailto:jackie.parr@royalcanin.com) with the **subject line "AAVN Pet Nutrition Blog Writing Competition"** by **5:00 pm EST on Friday, March 31, 2017**. You will receive an email confirming receipt of your entry.

## **Blog Grading:**

Reviewers selected from the AAVN membership will review all submitted blogs and assign a score using a standardized rubric to assess: content, organization, spelling/grammar, creativity, and use of hyperlinks. All participants will be notified by email of the results.

***Thank you to [Hill's Pet Nutrition, Inc.®/TM](#) for your continued sponsorship of the AAVN!***