



Sheep Worrying by Dogs Awareness Week 2026 toolkit



Campaign overview



Each year, NSA runs a campaign to raise awareness of the issue of sheep worrying by dogs. In 2026, the campaign will run from 30th March - 6th April.

The campaign will draw on results from the latest NSA survey asking dog owners about their experiences with sheep worrying and dog walking. This is the first time NSA has run a survey with this audience.

The campaign will also draw on key statistics from previous surveys, highlighting the effects of sheep worrying on farmers and rural crime teams.

This pack contains a selection of assets which can be used on social media by those who wish to support the campaign, along with the logo files which can be used as required.



The survey

Find the link here to the current NSA survey on sheep worrying.
This survey will close Monday 9th March.



This NSA survey asks dog owners about their experiences with sheep worrying and dog walking.

Please share this survey with your networks to increase awareness of the issue and help NSA collect responses to share results and figures in the week long campaign in spring.

This campaign helps NSA and other organisations to better inform sheep farmers and the public how we can change our behaviours to reduce incidents.

<https://forms.gle/QyEGxPTDqC5PBR9c6>



Assets and logos

For any organisation or individual looking to support the campaign, the below links provide access to a selection of social media assets and logo icons for use as required.



[Profile picture frame](#)

[Social media assets and logos](#)

[Find 'I am supporting' editable templates here](#)

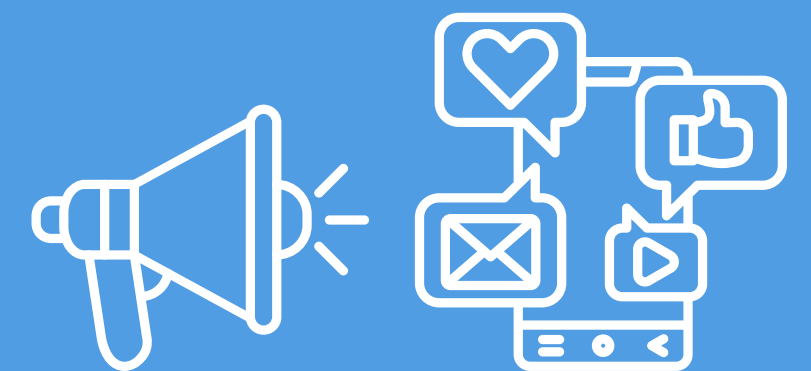


How you can get involved

You can play a vital role in raising awareness of sheep worrying and encouraging responsible dog ownership. Here are some simple ways to support the campaign:

- Share NSA posts on your own social media
- Share your sheep worrying story through videos or photos
- Use the hashtag #LeadOn and tag NSA
- Share a photo on social media of your responsible dog walks near sheep
- Engage with NSA campaign content
- Tag and share with friends and groups

By working together to tackle sheep worrying, we can protect sheep and dogs, support farmers and keep the countryside safe for all.



Please remember...



- Tag NSA in your posts and we will share them wherever possible.
- Get creative with graphics and captions to make them your own and amplify the message.
- Any sharing during campaign week **amplifies important messages** and will benefit both the farming industry and general public.
- While NSA uses this as an opportunity to draw focus to the issue of sheep worrying by dogs, **this is a year round issue**, and these assets can be used whenever.

This toolkit is just a guide, please get in touch with NSA Digital Communications Officer, Lydia Badham for any further resources you might need.

Email: Lydia@nationalsheep.org.uk



Thank you for helping to spread the message

Any questions, please contact enquiries@nationalsheep.org.uk

