

No. 184/26

25 June 2026

Dear Colleagues,

RMG/CWU National Dog Awareness Week (DAW) 6th July 2026 – Launch of Materials

This week will see the advanced launch of Royal Mail Group/CWU National Dog Awareness Week (DAW) materials, which is the joint annual focal point where important messages are communicated to emphasise the ongoing safety risk of dog attacks on CWU members within Royal Mail and Parcelforce.

Whilst DAW will commence on Monday 6th July, the advance issuing of the RMG Dog Awareness planned communications this week is in recognition that schools in Scotland break up normally before the rest of the UK, with the national launch of DAW designed to coincide with the bulk of when schools break up for the summer term holiday.

Attached are the following DAW materials:

- SHE WTLL FY26 009 Dog Awareness Week 2026 (for all delivery and collection colleagues in RM/PFW)
- SHE Huddle FY26 026 How to Order your Dog Postcards
- SHE Huddle FY26 027 Dog Awareness Week All colleagues excluding delivery

In circulating the attached, it is relevant to also set out the following further key messages.

RMG/CWU DAW Message:

We are reminding all individuals who perform deliveries and collections within Royal Mail and Parcelforce of the need to remain vigilant, cautious, keep safe and take no risks:

- Be vigilant, keep safe, take no risks and protect yourself at all times.
- Always err on the side of caution.
- Don't enter properties where dogs are running loose.
- Don't put fingers through the letterbox (use your Posting Peg).
- Don't assume a dog won't bite, as any dog can be aggressive.
- Don't accept an owner's word that their dog will not bite.
- Look for the presence of dogs. Signs on gates, walls and windows, cages in vehicles, toys in gardens.
- Rattle the gate to warn a potential dog of your presence.
- When calling with an item, ask the customer to put their dog away and step well back from the doorstep to maintain a safe distance. If the customer needs to leave the doorstep to fetch ID or another item, politely ask them to close the door/secure the dog.

Also:-

- Report all dog attack incidents and near misses.
- Remember to report significant dog hazards and inform the manager of any increase in risk/changes. This needs to be captured on ORA (Offsite Risk Assessment).
- Mark your frame with a yellow dot where there is a significant dog hazard. Remove any yellow dots on frames no longer appropriate (e.g. the dog no longer resides there).
- Put 'D' on the envelope and parcels to remind yourself of known dog hazards when you are out on your route.

Message to Safety Reps:

As part of the Royal Mail Group/CWU National Dog Awareness Week, the support and assistance from WSRs (Workplace Safety Reps) and ASRs (Area Safety Reps) would be welcomed, including:

- Ensure that sites have displayed all of the Dog Awareness posters and are sending out external posters/leaflets to Vets, Doctors' Surgeries, local Community Centres and Parish Councils, etc.
- Support Unit Manager delivering Dog WTLLs and SHE Huddles, not just during DAW but all year round.
- Visit workplaces – organise a plan of visits ongoing throughout the year, focusing on dog risks and controls.
- Carry out Inspections/Investigations following dog related incidents.
- Talk to members about the threat of dog attacks.
- Introduce yourself to new starters in the unit, typically they will be most at risk, so speak to them about the principles of AVOID and the dangers posed by dog attacks.

The CWU remains fully committed to promoting National Dog Awareness Week both within the workplace and with the public, and we would ask that this LTB and its details are shared widely and are used by Branches, Safety Reps and our Safety Forums to further support the work on seeking to reduce dog attacks and incidents during DAW and beyond.

Further updates on DAW 2026 will be issued in due course.

Any enquiries to this LTB should be referred to the DGS(P) Department email address: Hford@cwu.org/ACorbett@cwu.org.

Yours sincerely,

Martin Walsh
Deputy General Secretary (Postal)

Title: SHE WTLL FY26 009 Dog Awareness Week 2026 (DAW26)
Date: 22/06/2026
Audience: All delivery and collection colleagues (RM/PFW)
Signatures are required for this briefing

Manager messaging and actions required

Share the message below with your teams, ensure all delivery colleagues watch the video and check that controls are in place to promote dog awareness as we head into the summer holiday season.

Video facilitation notes for managers:

Please note there are a number of pause sections in the Content On Demand film, YOU need to pause the session and discuss the questions with your team. Below are the details to assist you with preparing for and delivering your Work Time Learning session.

1. At 3 minutes 9 seconds pause and discuss: *What could you do or say when you meet a dog owner to maintain a good relationship, whilst still avoiding touching their dog?*
2. At 4 minutes 58 seconds pause and discuss: *What actions could be taken to prevent the situation shown on screen from happening again?*
3. At 5 minutes 59 seconds pause and discuss: *What does a neutral approach look like for you? How could you appear calm and uninterested to a dog?*

Message for all delivery and collection colleagues

Dog Awareness Week 2026 is coming on the 6th July. This is when our latest dog attack figures (2025/26) are shared externally. You may see increased media coverage mentioning Royal Mail as we highlight the risks we face and promote safety advice.

Why it matters

Most of our dog attacks happen at the doorstep. Promoting Dog Awareness Week through media outlets is an opportunity for our messaging to reach our customers and remind all dog owners of our core message, 'Ensure your dog is secure before you open the door'. Last year we had over 100 pieces of media coverage during the week. *If you're interested in sharing your story in the media, get in touch with the Press Office – press.office@royalmail.com.*

How can I play my part to support DAW26?

AVOID is our primary control for preventing dog attacks, and we need all frontline colleagues to follow this. By following this principle consistently, you help customers understand what we expect to deliver safely.

If one colleague interacts with a dog/ provides treats etc and another follows AVOID or asks the customer to secure their dog before delivering, it can be confusing to our end customers.

That inconsistency increases the risk of dog-related incidents and customers may not secure their dog away as we need to ensure safe deliveries. Many colleagues have heard, **"The last post person didn't mind if we let the dog out"** or **"the last post person liked dogs"** etc which is why we need everyone to be consistent and follow the AVOID principles as outlined in our Safe Systems of Work, for every delivery, every time.

- **Avoid** all interaction with all dogs, do not feed or pet dogs on delivery.
- **Value** yourself, don't put your fingers through letterboxes or yourself at risk.
- **Observe** our standards, report hazards and keep your walk log up to date.
- **Inform** your colleagues of risks, report all dog hazards to your manager.
- **Defend** yourself, if necessary, use delivery equipment to defend yourself if required.

In the event that you come into unavoidable contact with a dog:

1. Don't touch or engage with dogs - no matter how friendly they seem.
2. Stay neutral.

Remember: We are rarely bitten by a known aggressive dog, this is because we identify the dog as a risk.
We're more likely to be bitten by familiar dogs we see regularly.

What else can you do?

As well as following the AVOID principles, there are some other things you can do:

- Keep your manager up to date when you identify a dog hazard so this can be added to the Offsite Risk Assessment (ORA).
- Use yellow dots on the frame to indicate where dog hazards are located.

What else can managers do?

Managers should ensure that they are managing the process correctly. Think of what you can control & influence with your team:

- Keep ORA up to date, regularly review the hazard cards with your teams.
- Aim for 25% of all conversations to focus on delivering safely around dogs.
- Use the Dog risk control matrix to assess dogs and implement the suggested controls.
- Use the Dog Awareness customer postcards and USO letter process (Where appropriate).

Following the standard will demonstrate to your people that you are committed to managing animal risks as we move forward.

Actions

- Please play the Safe delivery around dogs film: click [here](#) or access on Content on Demand > Health and Safety > Deliver Safely Around Dogs. **This now includes a section on hazards on PDAs.**
- Ensure all colleagues understand how to access the hazards on their PDA devices.
- Ensure you have access to the Customer Postcards, for the full process click [here](#).
- Look out for your unit's poster delivery coming soon! **For early access click here.**

Frontline posters are for internal use only, please show these posters to your team and remove last year's posters.

Customer facing posters can be used in CSPs and ask your teams to share these with local **vets, doctors' surgeries, libraries, parish councils etc** if you can display the external posters.



Safety, Health, and Environment (SHE) Huddle (signature not mandatory)



Huddle Date:	22/06/2026	Ref:	FY26 026 Ordering Dog Awareness Postcards
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Audience:	Processing	Delivery	Collections	Distribution	PFW	Specific Work Area
	Message for managers to order Dog postcards as required					

Overview:	How to order your Dog Awareness Customer Postcards.
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Message

These cards are great way of asking for our customer’s support in keeping both us and their dog safe and can be delivered to any address, at any time, to help raise awareness.

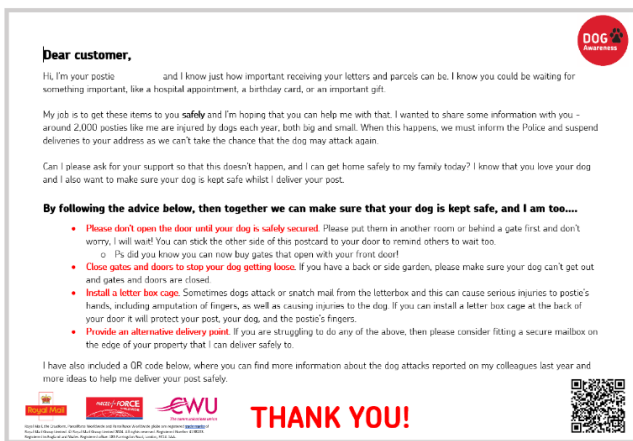
The customer can also use the reverse side of the new postcard to notify anyone delivering to their address that they have a dog. Not only does this alert people that a dog is present, but it also gives the customer added confidence that anyone delivering is aware and will give them time to secure their dog away before opening the door.

How to order?

- OPL Supports should maintain an adequate stock of these cards to supply unit managers with upon request.
- For unit managers it should be a simple case of ordering the requisite number of cards through their OPL Support.

Ordering process

- Field Ops: OPL Support completes a requisition form and sends to asset.fulfilment@royalmail.com. FBP/ROD approval can be attached but if OPL is happy to sign off the spend then this is not a mandatory requirement.
- PFWW: Local requisitioner can order directly via Ariba



Actions

- All reported dog hazards should be risk assessed using the Dog Risk Control matrix.
- If the suggested controls include issuing the customer postcard please ensure you use these as appropriate.

Supporting Information

- The Dog risk control matrix can be accessed [here](#).
- You can view the postcards [here](#), these are available in English and Welsh.



Safety, Health and Environment (SHE) Huddle (Signature not mandatory)



Huddle Date:	22/06/2026	Ref:	SHE Huddle FY26 027 Dog Awareness Week
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Audience:	Processing	Delivery	Collections	Distribution	PFW	Specific Work Area
	All employees (excluding Delivery & Collections)					

Overview:	Dog Awareness Week is on 6 th July and this communication details how you can play your part in keeping our delivery colleagues safe.
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Message

Dog Awareness Week 2026 is coming on the 6th July. This is when our latest dog attack figures (2025/26) are shared externally. You may see increased media coverage mentioning Royal Mail as we highlight the risks we face and promote safety advice.

How can I play my part?

If you've delivered mail or parcels before, you may know the fear of encountering a loose dog at a property. We're asking all our customers, including you, to follow the safety steps below. Please also share these simple tips with any dog owners you know, whether friends or family, who may not be aware of the risk to their postie.

- **Ensure your dog is secure before you open the door.** Please put them in another room or behind a gate first and don't worry, we will wait!
- **Close gates and doors to stop your dog getting loose.** If you have a back or side garden, please make sure your dog can't get out by keeping gates and doors are closed.
- **Install a letter box cage.** Sometimes dogs attack or snatch mail from the letterbox and this can cause serious injuries to postie's hands, including amputation of fingers, as well as causing injuries to the dog. If you can install a letter box cage at the back of your door it will protect your post, your dog, and the postie's fingers.
- **Provide an alternative delivery point.** If you are struggling to do any of the above, then please consider fitting a secure mailbox on the edge of your property that we can deliver safely to.

Actions

- Every site in the business will receive some posters to display internally and externally to raise the profile of Dog Awareness Week. **Please share these posters to your team and remove last year's posters (if you have them).** Please ask local vets, doctors' surgeries, libraries, parish councils etc if you can display the external posters, or if you have spare posters share them with your local delivery office.
- We're also using social media to showcase the headline figures on attacks, and top tips to avoid them and those will be going out on all consumer channels – Facebook, Instagram, and X (Twitter) please consider engaging with these on your own social media accounts to help communicate our messages.

Support Information

- Link to our posters for this year's Dog Awareness Week campaign are [here](#).
- Link to our [dog awareness external webpage](#) - Link to our [Internal Dog Awareness Week Support Messages](#)