

Clinics Participate in National Pet Wellness Campaign

Veterinary clinics across the state are participating in a new National Pet Wellness campaign to raise consumer awareness about disease risks to pets and how to prevent them. The “Being A Pet Is Risky Business” campaign, sponsored by the American Veterinary Medical Association and Fort Dodge Animal Health, focuses on the importance of individualized risk assessment and twice-a-year wellness exams in protecting each pet against common diseases.

The “Risky Business” campaign will reach pet owners in two ways. First, through a variety of educational materials especially designed for in-clinic use by veterinarians, veterinary technicians and the rest of the veterinary team. And second, through television and radio public service announcements and other public outreach, which will encourage all pet owners to contact their local veterinarian to schedule a wellness exam.

For more information, go to the “Clinics Only” section of the National Pet Wellness (Month) Web site at www.NPWM.com or contact your Fort Dodge representative.