

## **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.

“We are very excited about this campaign,” says AVMA President Roger K. Mahr, DVM. “Not only does this campaign bring important information to the public’s attention, but it also allows veterinarians to recognize the very important frontline role of veterinary technicians in communicating with and educating pet owners.”

“We’re pleased the AVMA and so many local veterinary clinics see value in the National Pet Wellness campaign for their clients and patients as well as their practice,” says Craig S. Wallace, Vice President-Marketing, Fort Dodge Animal Health. “We believe the best place for pet owners to learn about pet risks, disease prevention and wellness is from their own veterinarian. National Pet Wellness helps support those in-clinic efforts.”

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