



Pet Wellness Month Promotes Dog Health

October's National Pet Wellness Month encourages veterinary exams, disease prevention.

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October's National Pet Wellness Month is touting a new educational campaign: "A Happy, Healthy Pet Starts With a Plan."

The campaign, sponsored by the American Veterinary Medical Association, Fort Dodge Animal Health, and Veterinary Pet Insurance, aims to educate pet owners about regular veterinary care. This includes a three-step plan: twice-a-year wellness exams, disease prevention and pet health insurance.

Just as each pet is unique, a pet wellness plan needs to be individually tailored by the pet owner and the veterinarian, according to the campaign.

Dog owners can learn about disease risk and prevention at any one of the 15,000 veterinary clinics participating, where free informational brochures as well as other materials will be available.