

AVMA Launches Disease Transmission Public Service Campaign

Vet organization provides tips on avoiding diseases passed from pets to people.

The American Veterinary Medical Association has launched a public service campaign to inform people about steps they can take to protect family and pets from zoonotic diseases.

Zoonotic diseases are illnesses that can be transmitted from animals to humans, such as rabies or affect both people and pets such as Lyme disease.

Zoonotic Diseases: The Shared Threat is a PSA that depicts typical playful and affectionate interactions between family members and pets while raising awareness that people and pets can share other things as well like disease.

The campaign's TV and radio public service announcements explain how pet owners can reduce the risk of zoonotic diseases through education and twice-a-year pet wellness veterinary exams.

The PSA campaign, funded by an educational grant from Fort Dodge Animal Health, coincides with the introduction of a zoonotic diseases prevention program through National Pet Wellness Month, an educational initiative sponsored by the AVMA and Fort Dodge Animal Health.

The Spring 2006 National Pet Wellness Month program provides free client literature, posters and other materials to assist veterinarians and clinic staff in educating clients about ways to protect family members and pets from zoonotic diseases.

Nearly 13,000 veterinary clinics currently participate in National Pet Wellness Month.

The television and radio PSAs, as well as information about zoonotic disease threats and prevention, are available through the National Pet Wellness Month website.

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